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DEPT. OF POLITICAL SCIENCE

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Published by Authority of th HON. JAMES A. MacKINNON, M. P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES STATISTICS OTTAWA CANADA

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Herbert Marshall W. H. Losee

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Vol. X - No. 1.

16-4030

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JANUARY, 1947

Department store sales in Canada were 20 per cent higher in January, 1947 than in January, 1946. Volume receded 49 per cent below the high December peak, a movement which is customarily experienced, but the adjusted index stood at 218.6 in January and was therefore almost identical with the average of the adjusted series for last year.

Unadjusted indexes (on the base 1935-1939 = 100) stood at 164.8 for January, 1947, 137.0 for January, 1946 and 325.7 for December, 1946.

Sales in Quebec province spurted briskly in January, as revealed by the regional summary which follows:

Department Store Sales Increases By Regions

		Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
January,	1947/46	14%	33%	19%	19%	17%

Rapid increases in sales of the durable household goods departments and in hardware continued throughout January. Sales of women's and children's apparel, particularly in those departments handling outerwear, hosiery and gloves, recorded notable gains during the month under review. Shoe departments, whose sales have gained momentum in the last few months, enjoyed another substantial increase of 21 per cent in January.

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January, 1946 and January, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

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		January, 1946	January, 1947	% Change, 1947/1946
, more discussion				Control and the second control and the second secon
	TOTAL SALES, ALL DEPARTMENTS	24,169,539	28,889,520	+19.5
1.	Women's dresses, coats and suits	2,537,403	3,269,400	+28.8
2.	Girls' and infants' wear	661,717	773,258	+16.9
3.	Hosiery and gloves	747,168	1,071,015	÷43.3
4.	Lingerie and corsets	932,874	1,005,028	+ 7.7
5.	Millinery	194,226	210,309	÷ 8.3
6.	Women's and children's apparel - (Total, 1-5).	5,073,388	6,329,010	+24.7
7.	Men's and boys' clothing and furnishings	2,340,386	2,616,062	+11.8
8.	Drugs and toilet articles and preparations	846,026	877,536	+ 3.7
9.	Piece goods	2,345,706	2,717,842	+15.9
10.	Smallwares	971,998	1,067,015	+ 9.8
11.	Food and kindred products	2,523,197	2,789,433	+10.6
12.	Furniture (including mattresses and springs) .	1,763,094	2,083,858	+18.2
13.	Home furnishings	1,613,868	2,067,951	+28.1
14.	Household appliances and electrical supplies .	621,651	958,737	+54.2
15.	Hardware and kitchen utensils	991,675	1,226,092	+23.6
16.	Radios, musical instruments and supplies	358,186	716,180	+99.9
17.	Shoes and other footwear	1,431,096	1,734,193	+21.2
18.	Stationery, books and magazines	550,348	564,322	+ 2.5
19.	All other departments, total	2,738,920	3,141,289	+14.7

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MERCHANDISING FILE

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, FEBRUARY, 1947

Department store sales in Canada in February, 1947 were 17 per cent higher than in February, 1946 and increased 15 per cent over the preceding month of January. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 189.7 for February, 1947, 162.3 for February, 1946 and 165.1 for January, 1947.

Sales in the first two months of this year were 19 per cent ahead of those for the same two months of 1946.

Quebec province had the highest among the regional increases, in February as in January, sales being up 22 per cent in the month under review. The following is a summary of the percentage changes in sales from last year for five economic divisions of the country;

Department Store Sales Increases By Regions

	Maritime			Prairie	British
	Provinces	Quebec	Ontario	Provinces	Columbia
February, 1947/46	6%	22%	19%,	15%	16%
JanFeb., 1947/46	9%	27%	19%	17%	16%

The review of sales by departments reveals that durables continue to show more prominent gains than non-durables. The gain in sales of ladies' apparel departments was reduced from 25 per cent in January to 14 per cent in February, and there was a corresponding reduction in the extent of the increases for footwear. Sales of piece goods and smallwares departments were substantially higher in February this year than last, increases being in the vicinity of 19 per cent in each case.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1946 and February, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

Testinate.		February,	February,	% Change, 1947/1946
entreproving		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	29,423,927	34,444,388	+17.1
1.	Women's dresses, coats and suits	3,064,116	3,522,233	+15.0
2:	Girls' and infants' wear	995,311	1,157,594	+16.3
3.	Hosiery and gloves	1,147,549	1,282,681	+11.8
4.	Lingerie and corsets	1,239,024	1,400,297	+13.0
5.	Millinery	246,738	270,562	+ 9.7
6.	Women's and children's apparel - (Total, 1-5).	6,692,738	7,633,367	+14.1
7.	Men's and boys' clothing and furnishings	2,864,508	3,211,501	+12.1
8.	Drugs and toilet articles and preparations	879,573	920,841	+ 4.7
9.	Piece goods	2,773,446	3,284,119	+18.4
10.	Smallwares	1,058,845	1,261,260	+19.1
11.	Food and kindred products	2,487,829	2,784,377	+11.9
12.	Furniture (including mattresses and springs) .	2,216,800	2,591,809	+16.9
13.	Home furnishings	2,367,682	2,974,535	+25.6
14.	Household appliances and electrical supplies .	884,988	1,286,210	+45.3
15.	Hardware and kitchen utensils	1,293,826	1,586,916	+22.7
16.	Radios, musical instruments and supplies	500,236	816,638	+63.3
17.	Shoes and other footwear	1,654,580	1,856,427	+12.2
18.	Stationery, books and magazines	599,937	612,306	+ 2.1
19.	All other departments, total	3,148,939	3,624,082	+15.1

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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MARCH, 1947

Department store sales in Canada in March, 1947 were 12 per cent higher than in March, 1946 and increased 32 per cent over the preceding month of February. The increase over March, 1946 was smaller than gains recorded in January and February when dollar sales of department stores rose 21 and 17 per cent respectively above totals for the same months of 1946. Less favourable weather conditions in March this year offset to some extent the advantages which that month should have enjoyed from the Easter trade which was almost entirely concentrated in April a year ago. Sales in the first quarter of 1947 were 16 per cent above 1946 volume for the same three-month period.

Unadjusted indexes (on the base, 1935-1939=100) stood at 249.8 for March, 1947, 222.2 for March, 1946 and 189.7 for February, 1947.

The March increase in sales for Quebec province was higher than gains in other parts of the country. The sharpest contraction in percentage increases over last year occurred in Ontario where the March gain of 10 per cent compared with an average advance of 19 per cent in the first two months of the year. Comparisons between this year and last are given for each region in the following summary:

Department Store Sales Increases By Regions

	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
March, 1947/46	9%	18%	10%	13%	14%
JanMar., 1947/46	9%	23%	16%	15%	15%

Sales of all types of merchandise were higher in March this year than last and, for certain departments such as home furnishings, household appliances, radio and music, and stationery, increases exceeded 20 per cent. Sales of food departments have been expanding steadily in recent months and the gain reached 15 per cent in March, the price factor doubtless accounting for much of this increase. Gains were considerably reduced in March for the apparel, footwear, furniture and hardware departments.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1946 and March, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

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		March, 1946	March, 1947	% Change, 1947/1946
Manada en 1800		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	41,320,211	46,354,357	+12.2
1.	Women's dresses, coats and suits	5,327,492	5,765,206	+ 8.2
2.	Girls' and infants' wear	1,951,499	2,112,326	+ 8.2
3.	Hosiery and gloves	1,439,692	1,602,143	+11.3
4.	Lingerie and corsets	1,628,707	1,702,535	+ 4.5
5.	Millinery	564,331	617,017	+ 9.3
6.	Women's and children's apparel - (Total, 1-5).	10,911,721	11,799,227	+ 8.1
7.	Men's and boys' clothing and furnishings	4,665,922	5,106,848	+ 9.4
8.	Drugs and toilet articles and preparations	1,007,800	1,029,859	+ 2.2
9.	Piece goods	3,230,946	3,703,433	+14.6
10.	Smallwares	1,306,616	1,525,354	+16.7
11.	Food and kindred products	2,895,144	3,326,096	+14.9
12.	Furniture (including mattresses and springs) .	2,808,961	3,105,476	+10.6
13.	Home furnishings	2,915,531	3,620,354	+24.2
14.	Household appliances and electrical supplies .	1,096,891	1,579,168	+44.0
15.	Hardware and kitchen utensils	2,112,806	2,253,827	+ 6.7
16.	Radios, musical instruments and supplies	558,077	848,733	+52.1
17.	Shoes and other footwear	2,948,965	3,117,138	+ 5.7
18.	Stationery, books and magazines	612,299	743,823	+21.5
19.	All other departments, total	4,248,532	4,595,021	+ 8.2

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Minister of Trade and Commerce

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OTTAWA, CANADA

Dominion Statisticians Director, Division of Census of Industry and Merchandising: Acting Chief, Merchandising and Services Statistics: Vol. X - No. 4

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16-4030

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, APRIL, 1947

April sales of Canadian department stores were 9 per cent higher than in April, 1946 but receded 7 per cent below volume for the preceding month of March. The increase for April this year over last year was smaller than gains recorded in earlier months of the year. Sales in the first four months of 1947 averaged 14 per cent higher than in the same period of 1946.

Unadjusted indexes (on the base, 1935-1939=100) stood at 232.8 for April, 1947, 213.3 for April, 1946 and 249.9 for March, 1947.

Shown below are the regional sales increases both for April and for the four-month period of this year compared with last. April increases were lower in all sections of the country than those recorded during the first quarter of the year. Quebec continues to lead other sections of Canada in sales expansion over last year.

Department Store Sales Increases By Regions

	Maritime			Prairie	British			
	Provinces	Quebec	Ontario	Provinces	Columbia			
April, 1947/46	6%	13%	10%	9%	7%			
JanApr. 1947/46	8%	20%	14%	13%	13%			

In two of the 19 departments for which separate comparisons are obtained, slight decreases in sales occurred for April of this year compared with last. Millinery sales were down 6 per cent, although the total sales of women's apparel advanced 3 per cent over April, 1946. The increase for men's wear was considerably higher, standing at 10 per cent, while shoes and footwear had a moderate increase of 5 per cent. A second decline in sales was that for drugs, toilet articles and preparations which were reduced 3 per cent below the same month of last year. Durable household goods departments continued to mark up substantial gains, with the exception of furniture departments which recorded an increase of only 3 per cent between April of the two years.

Department Store Inventories

An additional column has been added to the table on the second page showing percentage changes in inventories for the different departments.

April, 1946 and April, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

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Excellence (State Control of State Contr			SALES		INVENTORY (*
DEPARTMENT		April, 1946	April, 1947	% Change, 1947/1946	% Change, Mar.31,1947 Mar.31,1946
etg. (300. Alfridgen officially statement of the signs flat of the flat of the signs flat of the sign	g yng gyng amerikan (gan Algin - Gan e Cl. Austre Algin - Algin Algin Algin Cl. Algin	\$	\$		
TOTAL, ALL DEPARTMEN	[[S	39,620,972	43,381,410	+ 9.5	+43.3
l. Women's dresses, coa	ts and suits	4,926,498	5,016,173	+ 1.8	+11.6
2. Girls' and infants'	wear	1,668,350	1,748,726	+ 4.8	+45.1
3. Hosiery and gloves .		1,498,813	1,512,693	+ 0.9	+65.2
4. Lingerie and corsets		1,439,046	1,549,296	+ 7.7	+71.2
5. Millinery		688,389	650,369	- 5,5	+20.2
6. Women's and children (Total, 1-5)		10,221,096	10,477,257	+ 2.5	+30.4
furnishings		4,242,481	4,672,275	+10.1	+74.8
8. Drugs and toilet art preparations		974,559	949,411	2 .6	+ 9.2
9. Piece goods		2,704,271	3,127,374	+15.6	+54.1
10 Smallwares		1,291,789	1,439,909	+11.5	+13.4
11. Food and kindred pro 12. Furniture (including		2,964,901	3,293,671	+11.1	+30.6
springs)		2,962,182	3,062,272	+ 3.4	+85,2
13. Home furnishings 14. Household appliances		2,857,541	3,510,343	+22.8	+59.9
supplies		1,082,283	1,489,100	+57.6	+86.1
15. Hardware and kitcher 16. Radios, musical inst	utensils	2,056,768	2,335,376	+13,5	+48.2
supplies		457,465	700,545	+53,1	+197.1
17. Shoes and other foot	twear	2,868,084	3,005,662	+ 4.8	+27.4
18. Stationery, books an	nd magazines	614,853	716,185	+16.5	+12.0
19. All other department	ts, total	4,322,699	4,602,030	+ 6,5	+27.5
Pharifica recommendate and space before sources, as do payints, as sign on the risk, by see see	No. and the State Management of Greening Specific Co.	0			

^(*) Please observe that these comparisons are based on the inventory situation at the beginning of April in the two years.

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Vol. X - No. 5

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16-4030

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, MAY, 1947

May sales of Canadian department stores were 19 per cent higher this year than last and moved 7 per cent above volume for April, 1947. The increase over May a year ago was of the same order as that for January. Sales in the first five months of 1947 were 15 per cent higher than in the same period of 1946.

Unadjusted indexes (on the base, 1935-1939=100) stood at 248.1 for May, 1947, 208.2 for May, 1946 and 232.8 for April, 1947.

Regional sales increases, both for May and for the five-month period of this year compared with last, were as follows:

Department Store Sales Increases By Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
May, 1947/46	19%	15%	22%	19%	19%	19%
JanMay, 1947/46	15%	10%	20%	15%	14%	14%

All of the 19 departments for which separate comparisons are obtained showed increased sales in May, 1947. Among the more outstanding increases, apart from the continuing large gains for household durables, were those for men's wear and food, both of which were slightly more than 20 per cent.

May, 1946 and May, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	*	· ·			
granden en e			SALES		INVENTORY (*)
	DEPARTMENT	May, 1946	May , 1947	% Change, 1947/1946	% Change, Apr.30, 1947 Apr.30, 1946
es-relatives-	والمنافقة	\$	\$	Lacony Cap. Miss miss with the control of the contr	
	TOTAL, ALI DEPARTMENTS	37,962,025	44,744,362	+17.9	+46.9
1.	Women's dresses, coats and suits	4,534,173	4,958,369	+ 9.4	+15.4
2.	Girls' and infants' wear	1,315,247	1,605,276	+22.1	+40.6
3.	Hosiery and gloves	1,287,242	1,483,433	+15.2	+91.5
4.	Lingerie and corsets	.1,437,308	1,709,401	+18.9	+72.6
	Millinery	453,771	521,371	+14.9	+ 1.6
6.	Women's and children's apparel - (Total, 1-5)	9,027,741	10,277,850	+13,8	+34.6
7.	Men's and boys' clothing and furnishings	3,683,060	4,466,975	+21.3	+80.5
8.	Drugs and toilet articles and preparations	947,010	1,008,917	+ 6.5	+ 6.5
9.	Piece goods	2,819,562	3,261,493	+15.7	+74.4
10.	Smallwares	1,236,395	1,392,436	+12.6	+12.5
11.	Food and kindred products Furniture (including mattresses and	2,950,341	3,554,232	+20.5	+27.5
200	springs)	2,813,414	3,301,382	+17.3	+93.9
13.	Home furnishings	3,052,652	3,798,685	+24.4	+71.2
	supplies	1,111,884	1,593,101	+43.3	+87.4
	Hardware and kitchen utensils Radios, musical instruments and	2,130,707	2,546,508	+19.5	+47.8
200	supplies	527,878	691,953	+31.1	+161.7
17.	Shoes and other footwear	2,783,472	3,166,637	+13.8	+29.4
18.	Stationery, books and magazines	519,946	611,575	+17.6	+10.2
19.	All other departments, total	4,357,963	5,072,618	+16.4	+24.2
(+)	Please observe that these comparison			[

(*) Please observe that these comparisons are based on the inventory situation at the beginning of May in the two years.

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16-4030

PRELIMINARY REPORT ON DEPARTMENT STORE SALES, JUNE, 1947

Department store sales in Canada were 15 per cent higher in June of this year compared with June, 1946, but declined 11 per cent below sales volume for May, 1947. The increase for June of this year over last was similar to the average gain for earlier months of this year, sales for the first half of 1947 standing 15 per cent above those for the same period of last year.

Unadjusted indexes (on the base, 1935-1939=100) stood at 220.7 for June, 1947, 191.9 for June, 1946 and 248.0 for May, 1947.

The pattern of the regional increases for June corresponds closely with that for the January-to-June period, as may be seen from the comparisons appearing below:

Department Store Sales Increases by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
June, 1947/46	15%	10%	17%	16%	14%	17%
JanJune, 1947/46	3 15%	10%	19%	15%	14%	15%

A number of the individual departments showed increases for June which exceeded 20 per cent. Sales of household appliance departments gained 38 per cent in June this year over last, this percentage gain exceeding those for other departments. Among other prominent increases were those for men's wear, food, furniture, home furnishings, and radio and music departments.

June, 1946 and June, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

- Dreedige	and antiferror, seen to the control of the figure and the figure a		SALES	APPENDING HER HER STEEL ST APPENDING STEEL ST	INVENTORY (*)
	DEPARTMENT	June 1946	June • 1947	% Change, 1947/1946	% Change, May 31, 1947 May 31, 1946
	adis. Musida reproductiva sepanti sep 1 (a)andi. Alia sepanti reproductiva del mengunta del mengunta sepanti reproductiva del mengunta sepanti sep	\$	\$	per galant pagingha air galantir og ladis.	
	TOTAL, ALL DEPARTMENTS	34,953,026	40.195,852	+15.0	+42.6
1.	Women's dresses, coats and suits	4,107,659	4,238,591	+ 3.2	+ 4.7
2.	Girls' and infants' wear	1,130,856	1,289,974	+14.1	+26.4
3.	Hosiery and gloves	1,140,756	1,233,168	+ 8.1	+79.2
4	Lingerie and corsets	1,380,547	1,535,257	+11.2	+72.0
5.	Millinery	341,630	379,839	+11.2	- 1.3
	Women's and children's apparel - (Total, 1-5)	8,101,448	8,676,829	+ 7.1	+25.2
	Men's and boys' clothing and furnishings	3,651,172	4,527,386	+24.0	+75.8
8.	Drugs and toilet articles and preparations	955,224	962,260	+ 0.7	+ 4.3
9.	Piece goods	2,617,256	2,871,240	+ 9.7	+76.2
10.	Smallwares	1,165,271	1,262,241	+ 8.3	+ 9.4
	Food and kindred products Furniture (including mattresses and	2,605,694	3,134,895	+20.3	+28.7
	springs)	2,427,722	3,060,084	+26.0	+82.3
	Home furnishings	2,696,848	3,298,418	+22.3	+70.1
	supplies	1,009,669	1,387,948	+37.5	+87.1
	Hardware and kitchen utensils Radios, musical instruments and	1,860,786	2,131,492	+14.5	+45.9
	supplies		578,524		+142.8
17.	Shoes and other footwear	2,748,217	2,946,761	+ 7.2	+24.9
	Stationery, books and magazines				+ 6.7
	All other departments, total				+21.7
(*)	Please observe that these comparison	s are based	on the inv	entory sit	intion of

^(*) Please observe that these comparisons are based on the inventory situation at the beginning of June in the two years.

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Dominion Statistician: Director, Division of Census of Industry and Merchandising: Acting Chief, Merchandising and Services Statistics:

Vol. X - No. 7

Herbert Marshall W. H. Losee

C. H. McDonald

16-4030

MERCHANDISING FILE "

DEPARTMENT STORE SALES

JULY, 1947

Department store sales in Canada were 19 per cent higher in July, 1947 than in July of last year. A decline of 14 per cent from June was seasonal in character. The increase over July a year ago was among the largest recorded in corresponding-month comparisons for this year and last. Cumulative results show sales to the end of July, 1947 up 15 per cent compared with the same seven-month period of 1946.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 189.2 for July, 1947, 159.7 for July, 1946 and 220.4 for June, 1947.

While the tourist trade probably helped to swell the sales of department stores in July this year, the uniformity in increases for all regions from Quebec westward suggests that domestic purchases also are continuing at a high level.

Department Store Sales Increases by Regions

	Canada	Maritime Provinces	Quebec	Ontari o	Prairie Provinces	British Columbia
July 1947/46	19%	8%	20%	20%	18%	19%
JanJuly, 1947/46	15%	10%	20%	15%	15%	15%

The more prominent sales increases for individual departments in July were those for men's wear (25%), food (27%), home furnishings (29%) and househould appliances (42%). Increases for men's wear departments have been much higher in the last two months than in the earlier part of the year. Large increases for food departments are also a comparatively recent development. Increases for most of the durable household goods departments continue near or above the average gain for all departments but have been diminishing in size in recent months. This is particularly true of radio departments whose sales increase of 18 per cent in July was much smaller than gains recorded throughout much of the post-war period.

Price 10 cents

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS July, 1946 and July, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

interpreted as totals for all department business							
			SAIES		INVENTORY(x)		
DEPARIMENT		July 1946	July 1947	% Change, 1947/1946	% Change, June 30, 1947 June 30, 1946		
CONTRACTOR	AND THE PROPERTY OF THE PROPER	\$	\$				
TOTAL, ALL DEPART	MENTS	28,369,370	33,411,853	.+17.8	+33.3		
l. Women's dresses, c		2,884,062	3,156,390	+ 9.4	-14.6		
2. Girls' and infants	wear	808,298	953,456	+18.0	+21.1		
3. Hosiery and gloves		945,615	939,252	- 0.7	+53.8		
4. Lingerie and cors	ets	1,074,279	1,209,661	+12.6	+63,0		
5. Millinery		191,881	215,233	+12.2	+ 0.7		
6. Women's and childr apparel (Tota	1, 1-5).	5,904,135	6,473,992	+ 9.7	+11.0		
7. Men's and boys' cl and furnishin		2,738,143	3,419,097	+24.9	+56.9		
8. Drugs and toilet a and preparati	1	912,450	973,264	+ 6.7	+ 0.5		
9. Piece goods	0000000	2,245,042	2,574,284	+14.7	+69.2		
10. Smallwares		1,021,954	1,126,629	+10.2	+ 4.7		
11. Food and kindred p 12. Furniture (includi		2,387,393	3,019,764	+26.5	+29.1		
tresses and s		1,950,254	2,300,142	+17.9	+63.1		
13. Home furnishings 14. Household appliance		2,239,506	2,881,913	+28.7	+76.1		
electrical su 15. Hardware and kitch	pplies	872,538	1,241,420	+42.3	+69.4		
utensils 16. Radios, musical ins	0 * 6 6 6 6 6	1,534,705	1,753,583	+14.3	+34.9		
and supplies.		440,243	518,711	+17.8	+123.7		
17. Shoes and other fo	otwear	1,935,153	2,091,271	+ 8.1	+16.6		
18. Stationery, books magazines		447,499	479,398	+ 7.1	- 3.3		
19. All other departme		3,740,355	4,558,385	+21.9	+14.4		

(x) Please observe that these comparisons are based on the inventory situation at the beginning of July in the two years.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

Dominion Statistician:
Director, Division of Census of Industry and Merchandising:
Acting Chief, Merchandising and Services Statistics:
Vol. X - No. 8

Herbert Marshall W. H. Losee

C. H. McDonald

16-4030

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DEPARTMENT STORE SALES

AUGUST, 1947

Sales in Canadian department stores recorded an increase of 4 per cent in August, 1947 compared with August, 1946. This gain was smaller than those recorded in previous months of the year and fell far short of the cumulative gain of 14 per cent in the first eight months. Trading in August a year ago, however, was exceptionally high, which may account for the moderate gain for August this year.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 205.0 for August, 1947, 197.2 for August, 1946 and 189.4 for July 1947.

August increases in western Canada surpassed those in eastern parts of the country and remained close to the margin of increase prevailing in earlier months of the year. Ontario and the Maritime Provinces reported slight declines in sales below August a year ago.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
August 1947/46	+ 4%	- 1%	. + 2%	- 2%	+12%	+10%
JanAugust, 1947/46	+14%	+ 8%	+17%	+13%	+14%	+15%

Increases for the various departments were confined to food and home equipment departments. A decline of 11 per cent in women's apparel was the sharpest reduction recorded. Radio and music departments, which have heretofore shown extensive sales gains, fell off 9 per cent in August this year compared with August, 1946.

August, 1946 and August, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	2000/ch 2000-rendy op entression - 2000-000/ch - 472/ch 1000-000/ch 1000-000/ch	- Allegaria (San Marian - Caragani) (1900 - Marian) (1900 - Ma		
	5	SALES		INVENTORY(x)
DEPARTMENT	August 1946	August 1947	% Change, 1947/1946	% Change, July 31, 1947 July 31, 1946
TOTAL, ALL DEPARTMENTS	\$ 35,260,810	\$ 35,918,284	+ 1.9	+24.2
l. Women's dresses, coats and suits	3,926,732	3,426,967	···· 12 ° 7	-23.1
2. Girls' and infants' wear	1,585,717	1,504,905	· 5.1	+17.5
3. Hosiery and gloves	1,246,065	995,168	-20.1	+37.3
4. Lingerie and corsets	1,362,408	1,344,717	- 1.3	+49.1
5. Fillinery	371,981	324,242	-12.8	- 5.9
6. Women's and children's apparel (Total, 1-5).	8,492,903	7,595,999	ec 10.6	+ 2.6
7. Men's and boys' clothing and furnishings	3,712,624	3,492,257	- 5.9	+40.5
8. Drugs and toilet articles and preparations	904,846	862,366	- 4.7	- 1.9
9. Piece goods	2,888,816	2,773,455	~ 4c 0	+62.8
10. Smallwares	1,229,467	1,177,923	· 4.2	+ 3.2
11. Food and kindred products. 12. Furniture (including mat-	2,573,243	3,044,541	+18.3	+32.0
tresses and springs).	2,673,389	3,131,234	+17.1	+46.8
13. Home furnishings	2,684,412	3,119,795	+16.2	+63.6
electrical supplies 15. Hardware and kitchen	1,114,201	1,397,379	+25.4	+55.3
utensils	1,561,409	1,598,249	+ 2.4	+27.0
ments and supplies	607,805	553,934	- 8.9	+78.8
17. Shoes and other footwear	2,278,473	2,220,041	- 2.6	+ 7.0
18. Stationery, books and magazines	599,180	567,016	- 5.4	- 8.5
19. All other departments, total (x) Please observe that these	3,940,042 comparisons	4,384,095 are based on	+11.3	+ 7.3

the beginning of August in the two years.

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200

DEPARTMENT STORE SALES

September, 1947

Department store sales in Canada rose sharply in September, reaching 40% above August volume and exceeding sales in September a year ago by 20%. This latter increase was the largest for any month of this year and follows the rather minor advance of 4% recorded in August. The average increase for the first nine months of this year over last amounted to 15%. These results are based on the total business transacted by departmental firms, including their mail order sales.

Unadjusted indexes (on the base, 1935-1939=100) stood at 287.9 for September, 1947, 239.1 for September, 1946 and 205.0 for August, 1947.

Largest among the provincial increases were those for Quebec, Ontario and British Columbia, all of which recorded gains ranging within the narrow limits of 23 to 25%. Sales of departmental firms in the Prairie Provinces were up by 17%, and in the Maritime Provinces by 10%, compared with September, 1946.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
September, 1947/46	+20%	+10%	+24%	+23%	+1.7%	+25%
JanSept., 1947/46	+15%	+ 8%	+18%	+14%	+15%	+16%

Wide diversity characterized the increases for individual departments. Household appliance sales, affected by the continuing high level of demand and production, increased 53% in September, 1947 over September, 1946. One of the most noteworthy gains was that for food departments in which sales rose 41% over September, 1946, a result which is partially a reflection of price increases during that interval. Stimulation given to footwear sales by the announcement of imminent price increases about the middle of September may account in part for the 36 per cent sales gain for shoe departments.

Most of the remaining departments reported increases which fell within the 11-20% range. Only two departments failed to expand sales by more than 10%, namely drugs and stationery which had sales gains of 4 and 6% respectively.

September, 1946 and September, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	interpreted as totals for all department overest							
ent be de	TO AN ARMOND COMMUNICATION AND AN ARMOND SERVICE AS A PROTECTION OF THE SERVICE AS A PROTECTI	CONTRACTOR OF THE PROPERTY OF	SALES	**Courte (2011) December 2010 et de la calife de la calif	INVENTORY (*)			
		sept.	Sept.	% Change,	% Change,			
	DEPARTMENT	1946	1947	1947/1946	Aug. 31, 1947 Aug. 31, 1946			
estenacemen		3	\$		Augo or, 1040			
		W.	W					
	TOTAL, ALL DEPARTMENTS	44,782,306	53,755,698	+20.0	+27.0			
1.	Women's dresses, coats and suits	5,119,584	5,675,006	+10.8	- 9.7			
2.	Girls' and infants' wear	2,615,836	3,134,054	+19.8	+19.8			
3.	Hosiery and gloves	1,808,870	1,925,955	+ 6.5	+29.4			
4.	Lingerie and corsets	1,761,134	2,057,884	+16.8	+53.0			
5.	Millinery	645,060	731,024	+13.3	=11,1			
6.	Women's and children's apparel - (Total, 1-5)	11,950,484	13,523,923	+13.2	+ 9.5			
7.	Men's and boys' clothing and furnishings	5,879,810	7,028,147	+19.5	+50.5			
8.	Drugs and toilet articles and preparations	958,281	995,082	+ 3.8	7.2			
9.	Piece goods	3,629,935	4,138,437	+14.0	+66.4			
10.	Smallwares	1,551,816	1,717,683	+10.7	+10.1			
	Food and kindred products Furniture (including mattresses	2,414,291	3,395,229	+40.6	+28.4			
20.00	and springs)	2,911,285	3,373,318	+15.9	+43.1			
13. 14.	Home furnishings	3,071,346	3,867,540	+25.9	+62.2			
	supplies	1,382,564	2,115,398	+53.0	+55.3			
	Hardware and kitchen utensils Radios, musical instruments and	1,648,030	1,979,488	+20.1	+25.9			
	supplies	777,488	875,147	+12.6	+66.1			
17.	Shoes and other footwear	3,339,228	4,544,768	+36.1	+15.4			
18.	Stationery, books and magazines	837,159	890,271	+ 6.3	- 9.8			
19.	All other departments, total ,,	4,450,589	5 311 327	+19.0	+ 9.5			

Please observe that these comparisons are based on the inventory situation at the beginning of September in the two years.

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Herbert Marshall W. H. Losee

C. H. McDonald

16-4030

DEPARTMENT STORE SALES

October, 1947

Dollar sales in Canadian department stores were 12 per cent higher in October this year than in the same month of 1946, and they were practically unchanged from September. While the increase over October, 1946 was more moderate than the 20% gain in the September comparison, it fell only slightly short of the average increase of 15% for the first ten months of the year. These results take into account not only the sales made in established retail outlets but also the mail order business transacted by departmental firms.

Unad justed indexes (on the base, 1935-1939 = 100) stood at 286.4 for October, 1947, 254.8 for October, 1946 and 287.7 for September, 1947.

Regional comparisons are shown in the table which follows. Only in eastern sections of the country was there any marked deviation from the rather uniform pattern of the increases from Ontario westward.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
October, 1947/46	+12%	+12%	+ 8%	+14%	+12%	+12%
JanOct.,1947/46	+15%	+ 9%	+17%	+14%	+15%	+15%

Results for individual departments, appearing on Page 2, indicate that the major changes in sales from last year continued to occur in durable household equipment departments. Highest among these were gains of 61% for household appliances. El per cent for home furnishings, and 19% for both the hardware and radio departments. Sales in food departments were 32 per cent greater in October this year compared with last. Increases for apparel departments were much reduced from those shown in September comparisons, gains amounting to 3 and 6 per cent for women's and men's wear departments respectively. Decreases occurred in two instances; drug sales being down 1% and stationery sales 2%, compared with October, 1946.

Revisions to July 31 Inventory Comparisons: It has been necessary to make revisions to three items which appeared in the August report. The percentage change in inventories under the heading "Total, All Departments" has been changed from +24.2 to +26.4. Under the heading "Women's dresses, coats and suits", the change was from -23.1 to -13.6. The result for Item 6, "Women's and children's Apparel (Total 1-5)" was changed from +2.6 to +7.1.

October, 1946 and October, 1947

Chese figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

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	DEPARTMENT	Oct. 1946	Oct. 1947	% Change; 1947/1946	% Change, Sept. 30, 1947 Sept. 30, 1946
and someone	ray of the gastering was the Control of the Control	o makan satan magamagan sata magamatan sata magamagan magamagan magamagan sata sata sata sata sata sata sata s		gangganneliggs om gillet riggere sid på epigenhallet i rige om sigst i selle	
	TOTAL, ALL DEPARTMENTS	46,179,019	51,525,940	+11.6	+22.6
Lo	Women's dresses, coats and suits	5,745,164	5,812,234	+ 1.2	-19.8
200	Girls' and infants' wear	2,379,422	2,569,476	+ 8.0	+15.0
3 .	Hosiery and gloves	1,965,638	1,857,955	- 5.5	+21.1
1.	Lingerie and corsets	1,612,645	1,796,373	+11.4	+60.4
	Millinery	611,998	610,050	- 0.3	-20.1
0	Women's and children's apparel - (Total, 1-5)	12,314,867	12,646,088	+ 2.7	+ 0.8
7.	Men's and boys' clothing and furnishings	6,018,761	6,355,531	+ 5.6	+49.8
В.	Drugs and toilet articles and preparations	1,043,574	1,037,328	- 0.6	-10.7
9.	Piece goods	3,278,520	3,716,446	+13.4	+81.7
0.	Smallwares	1,691,755	1,800,382	+ 6.4	+12.0
	Food and kindred products Furniture (including mattresses	3,034,739	4,017,027	+32.4	+22.0
~ 0	and springs)	2,819,439	3,193,438	+13.3	+34.0
3.	Home furnishings	3,243,616	3,938,062	+21.4	+66.3
	supplies	1,295,467	2,082,651	+60.8	+50.0
5. 6.	Hardware and kitchen utensils Radios, musical instruments and	1,610,620	1,909,639	+18.6	+20.0
	supplies	790,251	943,818	+19.4	+52.5
7.	Shoes and other footwear	3,435,508	3,773,067	+ 9.8	+ 9.5
8.	Stationery, books and magazines	732,825	718,908	- 1.9	-13.6
900	all other departments, total	4,869,077	5,393,555	+10.8	+ 5.8
末.)	Please observe that these comparison the beginning of October in the two	s are based	on the inv	entory sit	uation at

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Chief, Merchandising and Services Statistics?

16-4030

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Director, Division of Census of Industry and Merchandisings

Dominion Statistician:

Vol. X - No. 11.

DEPARTMENT STORE SALES

November, 1947

Department store sales in Canada were 14% higher than in November, 1946. This increase was consistent with the average gain recorded in the first eleven months of this year over a year ago. A new high peak was established when sales exceeded December, 1946 volume by 7%. Mail order sales of departmental firms are included in these results. Unadjusted indexes for Canada (on the base, 1935-1939 = 100) stood at 347.8 for November, 1947. 304.4 for November, 1946 and 286.2 for October, 1947.

In the regional results, an 18% increase in the Prairie Provinces was the most outstanding feature.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
November,1947/46	+14%	+ 6%	+13%	+15%	+18%	+11%
JanNov.,1947/46	6 +14%	+ 8%	+16%	+14%	+15%	+15%

Largest among the increases for various departments were those for household appliances, radio and food, which amounted to 60, 32 and 33% respectively. Apparel sales also rose sharply, particularly men's wear and shoes which showed advances of 19 and 20%. Sales in drug and stationery departments fell off 6% from November, 1946 volume.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

November, 1946 and November, 1947
These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

The Country of the Co		and the second care on the pro-second care of the second care of the s	A T TO	annonne est estat discussione discussione discussione de la company de l	INVENTORY (*)
	DEPARTMENT	Nov. 1946	Nov. 1947	% Change, 1947/1946	% Change;
	A the control of the	See reques Symmetric Production (Contraction Production Contraction Production Contraction Production Contraction	A STATE OF THE PARTY OF THE PAR		
	TOTAL, ALL DEPARTMENTS	55,590,702	63,194,305	+14.7	+24.01
1.	Women's dresses, coats and suits	6,766,429	7,901,280	+16.8	=10.4
2.	Girls' and infants' wear	2,435,224	2,751,484	+13.0	+16.4
3.	Hosiery and gloves	2,454,656	2,505,918	+ 2.1	+22.2
4.	Lingerie and corsets	1,923,165	2,042,264	+ 6,2	+51.7
	Millinery	566,571	584,600	+ 3.2	cll.7
	Women's and children's apparel - (Total 1-5)	14,146,045	15,785,546	+1.1.6	+ 5.9
	Men's and boys' clothing and furnishings	6,720,359	7,972,636	+18.6	+60.1
8.	Drugs and toilet articles and preparations	1,565,811	1,465,952	~ 5.4	· 8.7
9.	Piece goods	3,450,706	3,763,957	+ 9.1	+82.8
10.	Smallwares	2,184,935	2,248,661	+ 2.9	+10.9
	Food and kindred products	3,197,072	4,240,059	+32.6	+21.0
120	Furniture (including mattresses and springs)	2,805,500	3,248,354	+15.8	+34.5
18.	None furnishings	3,641,697	4,178,626	+14.7	+55.7
14.	Household appliances and electrical	1,420,475	2,277,669	+60.3	+54.8
	Hardware and kitchen utensils	1,765,467	2,003,034	+13.5	+14.8
10.	Radios, musical instruments and supplies	950,344	1,256,259	+32.2	+53.2
17.	Shoes and other footwear	3,905,405	4,674,268	+19.7	+15.2
18.	Stationery, books and magazins	1,358,301	1,279,624	⇒ 5.8	-10.4
19.	All other departments, total	8,478,585	8,799,660	+ 3.8	+ 6.8
(*)	Please observe that these comparison the beginning of November in the two	s are based years.	on the inv	entory sit	uation at

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16-4030

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DEPARTMENT STORE SALES

CITICAL ECUITOR

Dollar sales in Canadian department stores were 22% higher in December, 1947 than in December, 1946, and at the same time surpassed the previous all-time peak established in the immediately preceding month by 14%. Unadjusted indexes (on the base, 1935 to 1939 = 100) were as follows: 397.8 for December, 1947, 325.7 for December, 1946 and 348.2 for November, 1947.

December, 1947

Comparisons quoted in this report are derived from dollar sales and have not been adjusted for price changes.

Expansion was comparatively even in December for all parts of the country. In the Maritime Provinces, where the margin of increase over 1946 had been more moderate than elsewhere throughout the greater part of 1947, the December increase of 25% was the largest of all regional gains.

Changes in Department Store Sales by Regions

	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
December, 1947/46	+22%	+25%	+22%	+23%	+20%	+23%
JanDec.,1947/46	+15%	+10%	+17%	+16%	+16%	+16%

An examination of December results on a departmental basis shows that increases were substantial for most departments. Only in those departments handling drugs, smallwares and stationery were increases held to modest proportions. It is also observable that durable goods sales increases did not expand in comparison with their increases in earlier months of the year to the same extent as did those for apparel, footwear and food.

December, 1946 and December, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

1.			SALES	inggay (SignerOs), All all or file for he say distance of the say	INVENTORY(*
	DEPARTMENT	Dec. 1946	Dec. 1947	% Change, 1947/1946	% Change, Nov.30,1947 Nov.30,1946
ar resultin		÷.	₽		
	TOTAL, ALL DEPARTMENTS	58,903,420	71,727,677	+21.8	+19.1
1.	Women's dresses, coats and suits	5,409,047	6,603,760	+22.1	-19.3
2.	Girls' and infants' wear	2,069,902	2,468,256	+19.2	÷ 0,7
3.	Hosiery and gloves	2,890,908	3,399,119	-17.6	+16.3
4.	Lingerie and corsets	2,120,357	3,327,700	-22:8	+50.8
	Fillingry	436,245	468,822	AND THE RECORDER OF THE PARTY O	197 H S F
	(Total, 1-5)	.12,945,459	15,567,752	+20,0	= () ₀ %
	fur ichiums vacassassassassassassassassassassassassas	6,984,956	8,987,14	2 -23.7	+51.3
0.	Drugs and toilet articles and preparations	2,542,072	2,721,14	i + Sat	= 9.3
9.	Fiece goods	3,054,906	3,699,55	e +81 1	+71.4
10.	Smallwares	2,672 271	2,310,40	ş + γ ,1	~13×5
	Food and kindred products	2,819,317	5,,07,26	-70.7	+19.0
2. 60 0	and springs)	8,230, 7	2,925,90	9 (23.6	*25.4
15.	Home regarded appliances and electrical	3,480,728	4,399,74	9 +26.4	~ \$; _ A
* * 5	supplies	1,024.5		1	-17 C
	Hardware and kitchen utensils	5,080,010	1 846 D.	-4: 3	*10.0
20	supplies	1,321,185	1,570,68	1 +18.9	*20.1
17.	Shoes and other footwear	3,933,391	4,838,11	. Atom	rive C
18.	Stationery, books and magazines	2,233,769	2,335,65	* + C	-ic c
19.	All other departments, total	9,963,700		17	+ 5.3
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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS

65-00

OTTAWA, CANADA

Dominion Statistician;
Director, Division of Census of Industry and Merchandising;
Chief, Merchandising and Services Statistics;
Vol. XI - No. 1.

Herbert Marshall
W. H. Losee

C. H. McDonald

16-4030

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DEPT. OF LITICAL ECONOMY

DEPARTMENT STORE SALES

January, 1948

Department store sales in Canada were 17% higher in January, 1948 than in January, 1947. Volume was reduced to about one-half of the December business, but this was in line with the normal seasonal movement. Comparisons between this year and last, quoted in this report, reflect changes in dollar sales. No allowance is made for price changes, so that comparisons do not indicate changes in the quantity of merchandise sold.

The unadjusted index for January, 1948 was 192.3, which compares with an index of 165.1 for January a year ago.

Increases for various sections of the country varied widely -more so than in most recent months. British Columbia's increase of 28%
was well above those recorded in other regions. Ontario and the Prairie
Provinces recorded gains almost similar to that for Canada, but increases
in the Maritime Provinces and Quebec were comparatively moderate.

Changes in Department Store Sales by Regions

		Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
January, 1	948/47	+17%	+ 7%	+ 9%	+16%	+18%	+28%

The analysis of sales by departments, which appears on Page 2, indicates that sales volume was higher for most types of merchandise. There were two departments, hosiery and radio, in which sales declined below January of last year.

January, 1947 and January, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

### TOP INSTALL AND ADMINISTRATION OF THE PROPERTY OF THE PROP	angijar illi siga illi siga di Salah Sa Indianah Salah	SALES		INVENTORY(*)
DEPARTMENT	Jan. 1947	Jan. 1948	% Change, 1948/1947	% Change, Dec.31, 1947 Dec.31, 1946
Company of the American Agreement of the Company of		\$, professionality surprise provide the confidence of the confidenc	and the second s
TOTAL, ALL DEPARTMENTS	28,115,707	32,628,809	+16.1	+16.3
1. Women's dresses, coats and suits	3,230,441	3,668,842	+13.6	-22.7
2. Girls' and infants' wear	722,187	811,821	+12.4	= 0.1
3. Hosiery and gloves	1,015,768	960,017	- 5.5	+15.5
4. Lingerie and corsets	992,473	1,094,939	+10.3	+36.8
5. Millinery	200,387	213,685	+ 6.6	-11.0
6. Women's and children's apparel - (Total, 1-5)	6,161,256	6,749,304	+ 9.5	- 5.2
7. Men's and boys' clothing and furnishings	2,597,973	3,069,375	+18.1	+40.2
8. Drugs and toilet articles and preparations	848,919	992,705	+16.9	-11.3
9. Piece goods	2,660,491	2,872,942	+ 8.0	+49.7
10. Smallwares	1,048,010	1,228,039	+17.2	+14.6
11. Food and kindred products	2,762,934	3,752,041	+35.8	+29.4
and springs)	2,061,386	2,331,992	+13.1	+19.1
13. Mone furnishings	2,010,936	2,448,378	+21.8	+40.0
supplies	939,136	1,345,626	+43.3	+59.6
15. Hardware and kitchen utensils 16. Radios, musical instruments and	1,214,294	1,421,095	+17.0	+ 8.8
supplies	706,678	653,058	~ 7.6	+30.9
17. Shoes and other footwear	1,718,848	1,766,446	+ 2.8	+16.3
18. Stationery, books and magazines	545,403	624,848	+14.6	-21.9
19. All other departments, total	2,839,443	3,372,960	+18.8	- 3.4
(*) Flease observe that these comparison the beginning of January in the t	wo years.	on the inv	entory sit	uation at

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DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES STATISTICS OTTAWA. CANADA

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Dominion Statistician:

Director, Division of Census of Industry and Merchandising:

Chief, Merchandising and Services Statistics.

W. H. Losee
C. H. McDonald
Vol. XI - No. 2.

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DEPARTMENT STORE SALES

FEBRUARY, 1948

Department store sales in Canada were 3% higher in February, 1948 than in February, 1947, and had an average increase of 9% for the first two months of this year over last. These results are based on dollar sales including mail order business. No adjustment is made for price changes.

Unadjusted indexes stood at 195.1 for February, 1948, 189.3 for February, 1947 and 192.2 for January, 1948.

Throughout Quebec, Ontario and Prairies, February gain; were about on a par with the average increase for the country. British Columbia volume was up 10% from February of last year, while sales in the Maritime Provinces declined 9%.

Changes in Department Store Sales by Regions

	Ca	nada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
February,	1948/47	+ 3%	- 9%	+ 4%	+ 3%	+ 2%	+10%
JanFeb. 1947		+ 9%	- 2%	+ 6%	+ 9%	+10%	+18%

Increases outnumbered decreases amoung results for the various departments, but the increases were moderated somewhat from those recorded in recent months. Apparel and piece goods departments reported sales slightly lower in February this year compared with the same month of 1947. Sales of the radio and music departments declined for the second consecutive month, the reduction amounting to 20% in February.

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DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

February, 1947 and February, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

- DONOMY INVENTORY (x) SALES % Change, % Change, Feb. Feb. 1948/1947 1948 Jan. 31, 1948 1947 Jan.31,1947 也 35 +13.6 TOTAL, ALL BARACTO NOTE AA 887 963 34,817,950 + 2.7 l. ...omen's dresses, coats and suits. 3,563,512 3,656,393 + 2.6 - 9.9 1,032,600 1,027,086 - 0.5 - 1.2 2. Girls! and infants! wear 3. Hosiery and gloves 1,257,414 1,086,675 -13.6 +16.1 4. Lingerie and corsets 1,369,121 1,339,144 = 2.2 +25.2 256,970 271,374 =18.0 5. Millinery + 5.6 6. women's and children's apparel-7,479,617 (Total, 1-5)....... 7,380,672 - 1.3 = 0.2 7. Men's and boys' clothing and 3,133,297 furnishings 3,068,827 - 2.1 +25.9 8. Drugs and toilet articles and preparations 940,241 966,349 + 2.8 -11.3 3, Piece goods 3,230,090 2,983,978 - 7.6 +30.3. 10. Smallwares 1,247,041 1,265,813 + 1.5 +18.1

2,825,946 11. Food and kindred products 3,644,529 +29.0 430.5 12, Furniture (including mattresses and springs) 2,487,919 2,550,543 + 2.5 + 5.7 13. Home furnishings 2,917,783 3,048,717 + 4.5 +35.6 14. Household appliances and electrical supplies,..... 1,228,096 1,526,198 +24.3 +50.7 15. Hardware and kitchen utensils ... 1,577,602 1,595,635 + 1.1 - 2.4 16. Radios, musical instruments and supplies 797,264 637.818 -20.0 +33.9 17. Shoes and other footwear 1,826,063 1,868,674 + 2.3 +16.9 18. Stationery, books and magazines... 622,175 661,767 + 6.4 -10.3 19. All other departments, total 3,574,829 3,618,430 + 1.2 - 0.2

^(*) Flease observe that these comparisons are based on the inventory situation at the beginning of Fabruary in the two years.

DOMINION BUREAU OF STATISTICS Merchandising and Services Statistics, Ottawa, Canada

Preliminary Release

Vol. XI - No. 3

Department Stores Sales

16-403.)

13

March, 1948

March, 1948

Beginning with this month the form of the monthly report on department store sales will be presented in percentage form only, but these will be shown for seven regional divisions on the country. Index numbers will not be quoted in these early releases.

Bulletins will be issued on the 12th of each month, and will be based on reports reaching the Pureau before that date.

The analysis of sales by departments will, for the present, appear only in the regular monthly reports on retail sales. Subscribers will receive this report in addition to the preliminary release on department store sales.

Regional Changes in Jates, March, 1948 March, 1947

Canada	Maritime Provinces	Quebec	Cnteris	Manitoba	Saskat- chewan	Alberta	Fritish Columbia
+10%	+6%	+4%	+1.9%	43/2	+1%	+4%	+:5%

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MERCHANDISING FILE

DOMINION BUREAU OF STATISTICS Ottawa, Canada

Merchandising and Services Statistics.

DEPT. OF LITICAL ECONOMY

DEPARTMENT STORE SALES AND INVENTORIES by Selected Departments.

March, 1947 and March, 1948

16-4080 2**2**

These figures are derived from a sample cf reporting companies and are not to be interpreted as totals for all department stores.

			SALES	7	NVENTORY (*)
	DEPARTMENT	March, 1947		% Change,	
`					
	TOTAL, ALL DEPARTMENTS	45,992,614	50,401,503	+ 9.6	+20.3
1.	Women's dresses, coats and suits.	5,917,803	6,488,260	+ 9.6	+ 3.7
2.	Girls' and infants' wear	1,981,275	2,126,903	4 7.4	+ 3.5
3,	Hosiery and gloves	1,606,193	1,714,915	+ 6.8	+22.7
4.	Lingerie and corsets	1,674,722	1,946,574	+16.2	+28.4
	Millinery	616,796	733,678	3 +18.9	-12.9
	Women's and children's apparel- (Total, 1-5)	11,796,789	13,010,330	+10.3	+ 8.8
	Men's and boy's clothing and furnishings	5,094,333	5,679,670	+11.5	+37.9
8.	Drug and toilet articles and preparations	1,019,028	1,052,829	+ 3.3	- 9.9
9.	Piece goods	3,663,247	4,097,266	+11.8	+46.4
.0.	Smallwares	1,519,747	1,543,652	2 + 1.6	+18.4
	Food and kindred products	3,172,655	4,085,476	+28.8	+33.9
. C .	Furniture (including mattresses and springs	3,128,899	2,846,958	3 - 9.0	+10.2
	Home furnishings	3,597,042	3,925,736	8 + 9.1	+38.3
L4.	Household appliances and electrical supplies	1,532,693	1,998,970	+30.4	+49.8
	Hardware and kitchen utensils	2,218,893	2,358,948	8 + 6.3	+ 4.1
.6.	Radios, musical instruments and supplies	849,555	717,197	-15.6	+21.6
.7.	Shoes and other footwear	3,097,483	3,543,376	+14.4	+21.2
8.	Stationery, books and magazines.	762,150	690,350	- 9.4	- 75
9.	All other departments, total	4,540,100	4,850,745	+ 6.8	+10.4

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MERCHANDISING AND SERVICES
STATISTICS.

DEPARTMENT STORE SALES AND INVENTORIES BY SELECTED DEPARTMENTS

16-4080

DEPT. OF

LITICAL ECONOMY April, 1947 and April, 1948

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These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

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	 To the checks of classes placed in the checks indicate the check of the control of the control of the checks of the	Spirite and Constitution of the State of the	SALES	grafinistiin miller selle seele selle seele selle seele selle seele selle seele seel	INVENTORY(*)
	DEPARTMENT	April, 1947	April, 1948	% Change, 1948/1947	% Change, 12-31 1948 Mar. 31, 1947
allelier (fact), proc. 40 p.,	attendensen besonderen gesternten der Bereiter und von Autonia dem G. d. i.	\$	\$	Desire Chiefelbrowth, auguster, garanti Carrie	Salvery Comments and the "This address is the second of th
7	TOTAL, ALL DEPARTMENTS	43,475,111	52,165,997	+20.0	+21.4
1.	Women's dresses, coats and suits .	5,129,775	6,700,295	+38	+ 0.9
2.	Girls' and infants' wear	1,681,569	3,010,800	+19.6	+ 2.2
3.	Hosiery and gloves	1,518,013	1,661,364	- 9.4	+23.4
4.	Lingerie and corsets	1,536,328	1,839,461	+19.7	+22.4
	Millinery	646,536	681,776	+ 5.5	=25.]
	(Total, 1-5)	10,512,221	12,902,896	+22.7	+10.0
	furnishings	4,680,389	D,535,534	+18.0	+34.2
	preparations	95%,34°	1,051,027	ah j	7.1
9.	Piece goods	3,103,711	3,843,132	+23.8	+46.2
10.	Smallwares	1,448,190	1,476,364	+ . 9	+19.6
	Food and kindred products Furniture (including mattresses	3,340,742	4,222,089	+26	+32,8
L Cu e	and springs)	3,091,073	3,326,854	· 7 ₆ 6	+10.5
	Home furnishings	3,504,314	4,423,161	+26.2	+36,4
L'± o	electrical supplies	1,471,383	2,092,957	142,2	+41.1
	Hardware and kitchen utensils Radios, musical instruments and	2,316,509	2,931,722	+26.6	+10.3
E 0 6	supplies	- 707,858	627,573	m11,3	+13.9
17.	Shoes and other footwear	3,017,751	3,865,769	+21.5	+25.5
18.	Stationery, books and magazines	742,843	595,846	-19.8	+ 2.4
19.	All other departments, total	4,575,779	5,471,273	+19.6	+15.9



VIETNICS FILE TO

DOMINION BUREAU OF STATISTICS

OTTAWA, CANADA

MERCHANDISING AND SERVICES
STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES

BY SELECTED DEPARTMENTS

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DETT OF LOOMONY

May, 1947 and May, 1948

28

16-4080

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

SENTENCE SE	######################################		SALES		INVENTORY(*)
3	DEPARTMENT	May, 1947	May, 1948	% Change, 1948/1947	% Change, Apr. 30, 1948 Apr. 30, 1947
		\$	\$		
r	TOTAL, ALL DEPARTMENTS	44,618,158	50,260,582	+12.6	+16.0
1.	Women's dresses, coats and suits .	5,104,222	6,093,795	+19.4	+ 9.2
2.	Girls' and infants' wear	1,498,269	1,741,440	+16.2	6.7
3.	Hosiery and gloves	1,486,412	1,655,138	+11.4	+11.9
4.	Lingerie and corsets	1,692,370	1,884,959	+11.4	+18.6
5.	Millinery	513,393	550,932	+ 7.3	- 8.9
	Women's and children's apparel - (Total, 1-5)	10,294,666	11,926,264	+15.8	* 7.4
	furnishings	4,434,780	5,220,912	+17.7	+24.2
8.	Drugs and toilet articles and preparations	1,006,141	1,038,971	* 3.3	- 3.3
9.	Piece goods	3,262,966	3,548,530	* 8.8	+31.2
0.	Smallwares	1,396,428	1,364,747	= 2.3	+13.8
	Food and kindred products Furniture (including mattresses	3,469,863	3,888 ,78 0	+12.1	+21.4
₩ 0	and springs)	3,262,215	3,443,047	+ 5.5	+ 0.8
	Home furnishings	3,818,385	4,349,682	+13.9	+28.1
***	electrical supplies	1,596,367	1,924,377	+20.5	+31.4
	Hardware and kitchen utensils Radios, musical instruments and	2,500,827	3,040,654	+21.6	+12.3
0 0	supplies	705,988	633,162	-10.3	+ 6.7
7.	Shoes and other footwear	3,136,780	3,717,442	+18.5	+25.5
8.	Stationery, books and magazines	648,510	579,280	-10.7	- 2.2
	All other departments, total Comparisons are based on inventoria		5,584,734		+13.0



MERCHANDISING AND SERVICES

STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES

BY SELECTED DEPARTMENTS

OLITICAL ECONOMY

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16-4080

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

		SALES		T NITTO TO THE ACT OF
DEPARTMENT	June , 1947	June. 1948	% Change, 1948/1947	INVENTORY(*) % Change, Way 31, 1948 May 31, 1947
- (BANKA) - (基本で) - (BANKA) - (BAN	P		of Colonia and State of State	200 Anna James Canadam
TOTAL, ALL DEPARTMENTS	39,281,605	48,182,714	+22.7	+ 9.4
1. Women's dresses, coats and suits .	4,251,334	5,637,839	+32 .6	+ 2.2
2. Girls' and infants' wear	1,208,608	1,496,954	+23.9	- 6.5
3. Hosiery and gloves	1,197,222	1,456,822	+21.7	+ 4.0
4. Lingerie and corsets	1,491,902	1,869,612	+25.3	+ 8.7
5. Millinery	365,187	431,217	+18.1	-15.0
6. Women's and children's apparel - (Total, 1-5)	8,514,253	10,892,444	+27.9	+ 1.4
7. Men's and boys' clothing and furnishings	4,362,625	5,414,183	+24.1	+12.6
8. Drugs and toilet articles and preparations	946,541	1,078,039	+13.9	- 5.4
9. Piece goods	2,795,718	3,354,824	+20.0	+20.4
10. Smallwares	1,249,434	1,384,038	+10.8	+ 9.2
11. Food and kindred products	3,031,300	3,738,837	+23.3	+13.8
and springs)	2,941,024	3,358,319	+14.2	= 1.1
13. Home furnishings	3,247,494	3,905,571	+20.3	+23.4
14. Household appliances and electrical supplies	1,373,169	1,884,620	+37.2	+18.3
15. Hardware and kitchen utensils	2,065,407	2,767,417	+34.0	+ 7.4
16. Radios, musical instruments and supplies	569,441	480,406	=15.6	= 0.5
17. Shoes and other footwear	2,855,508	3,523,140	+23.4	+16.0
18. Stationery, books and magazines	557,113	583,226	+ 4.7	- 4.8
19. All other departments, total	4,772,578	5,817,650	+21.9	two years
(x) Comparisons are based on inventorie	es at the bea	THE OI O	valle 11 one	one years



MERCHANDISING FILE

DOMINION BUREAU OF STATISTICS OTTAWA, CANADA

MERCHANDISING AND SERVICES STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES BY SELECTED DEPARTMENTS

16-4080

26

July, 1947 and July, 1948

Zero These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all derived properties. interpreted as totals for all department stores.

	interpreted as totals for all department stores.							
			SALES		INVENTORY(*)			
	DEPARTMENT	July, 1947	July, 1948	% Change, 1948/1947	% Change, June 30, 1948 June 30, 1947			
		\$	\$					
Т	COTAL, ALL DEPARTMENTS	32,967,988	36,022,221	+ 9.3	+ 5.1			
1.	Women's dresses, coats and suits .	3,146,888	3,574,337	+13.6	+ 8.8			
2.	Girls' and infants' wear	911,156	953,842	+ 4.7	-11.8			
3.	Hosiery and gloves	904,762	967,378	+ 6.9	+ 0,1			
4.	Lingerie and corsets	1,237,026	1,343,996	÷ 8 ₄ 6	+ 6 , 7			
	Millinery	208,052	208,099	(a)	=13.9			
	Women's and children's apparel - (Total, 1-5)	6,407,884	7,047,652	+10.0	+ 2.0			
	Men's and boys' clothing and furnishings	3,331,620	3,587,144	+ 7.7	+ 2.2			
0.	preparations	962,207	964,263	+ 0.2	- 6.4			
9.	Piece goods	2,545,803	2,715,089	+ 6.6	+12.8			
LO.	Smallwares	1,126,361	1,127,952	+ 0.1	+ 5.5			
	Food and kindred products Furniture (including mattresses	3,018,748	3,561,927		+ 5.7			
	and springs)	2,249,096			~ 2.7			
	Home furnishings	2,889,051			+15.5			
	electrical supplies	1,212,081			+19.3			
15. 16.	Hardware and kitchen utensils Radios, musical instruments and		1	1	+ 6.9			
	supplies		477,756		- 9.3			
	Shoes and other footwear		1	t	+ 8.6			
	Stationery, books and magazines		488,617		- 1.7			
19.	All other departments, total	4,438,563	4,717,813	July in t	+ 1.2			

(*) Comparisons are based on inventories at the beginning of July in the two years.

(a) Change of less than 0.1%.

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DÉPARTMENT STORE SALES AND INVENTORIES BY SELECTED DEPARTMENTS

16-4080

Mugust, 1947 and August, 1948

figures are estimates of total department store sales and inventories. Inventories are at selling value.

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DEPARTMENT	August, 1947	August, 1948	% Change 1948/47		July 31, 1948	% Change,	
and the visit of the state of t	(\$000)	(\$000)	Printer Contestional County Section Client County of	(\$000)	(\$000)	r same en traversia de la carria trava en espesa	
TOTAL, ALL DEPARTMENTS	47,873	54,383	+13.6	162,206	170,174	+ 4.9	
Women's dresses, coats and suits	4,568	6,160	+34.9	11,906	14,193	+19.2	
Girls' and infants' wear .	2,006	1,982	- 1.2	7,124	6,381	-10.4	
Hosiery and gloves	1,326	1,412	+ 6.5	5,045	5,038	= 0.1	
Lingerie and corsets	1,792	1,914	* 6.8	5,845	6,462	*10.6	
Millinery	432	509	+17.8	767	665	-13.3	
Women's and children's apparel - (Total, 1-5) . Men's and boys' clothing	10,124	11,977	+18.3	30,687	32,739	+ 6.7	
and furnishings Drugs, toilet articles	4,655	4,855	* 4.3	20,363	20,108	- 1.3	
and preparations	1,149	1,243	* 8.2	4,671	4,444	4.9	
Piece goods	3,697	4,374	+18.3	14,680	15,708	* 7.0	
Smallwares	1,570	1,669	+ 6.3	6,954	7,027	+ 1.0	
Food and kindred products. Furniture (including	4,058	4,848	+19.5	4,416	4,824	+ 9.2	
mattresses and springs) .	4,173	4,331	+ 3.8	11,272	10,880	- 3.5	
Home furnishings Household appliances and	4,158	4,718	+13.5	18,771	21,699	+15.6	
electrical supplies Hardware and kitchen	1,863	2,300	+23.5	5,308	6,284	+18.4	
utensils	2,130	2,757	+29.4	8,047	9,072	+12.7	
ments and supplies	73 8	863	+16.9	4,231	3,545	-16.2	
Shoes and other footwear . Stationery, books and	2,959	3,284	+11.0	11,934	13,128	+10.0	
magazines	756	879	+16.3	3,443	3,562	÷ 3.5	
Comparisons are based on i	5,843	6,285	+ 7.6	17,429	17,154	1.6	

The content of the present monthly report on Department Store Sales and Stocks differs considerably from that of earlier issues. The new method of presentation is similar to that used in the special bulletin, "Department Store Sales and Stocks, January, 1941 to July, 1948", issued a few weeks ago.

The following brief comments describe changes which have been intro-

- 1. Dollar estimates of department store sales and inventories, by departments, are given in total in the table on the reverse page. Reports have previously shown sales reported by a sample of firms only, while inventory information has formerly appeared in the form of percentage changes only. Inventories are at selling value.
- 2. The presentation of estimates of provincial sales, given in the table below, is a further innovation. Attention is called to the fact that separate sales figures are given for each of the three Prairie Provinces, whereas monthly figures previously issued have always grouped the Prairies in a single total. A supplementary bulletin will be issued shortly containing sales estimates for these three provinces for each month of 1947 and 1948, in order to complete the record and facilitate comparisons.

Department Store Sales, by Provinces August, 1947 and 1948

Province	Se	% Change	
	,1947	1 1948	1948/47
ticing and the state of the sta	(1000)	(\$000)	%
CANADA	47,873	54,383	+13.6
aritime Provinces .	3,539	4,184	+18.2
uebec	7,662	8,259	+ 7.8
ntario	17,075	20,074	+17.6
anitoba	7,288	7,746	+ 6.3
askatchewan	2,290	2,436	+ 6.4
lberta	3,241	3,665	+13.1
ritish Columbia	6,778	8,019	+18.3

DOMINION BUREAU OF STATISTICS TTAWA, CANADA

MERCHANDISING AND SERVICES STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES

16-4080

BY SELECTED DEPARTMENTS DEPT. OF CLITICAL ECONOSeptember, 1947 and September, 1948

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These figures are estimates of total department store sales and inventories. Inventories are at selling value.

	and the second s	SALES	താ പത്രിത്തില്ലെം. സ്വീ പ്രസ്ത്രീത്രവേട്ടെ എന്നെ എന്നും എന്നും എന്നും എന്നും എന്നും എന്നും എന്നും എന്നും എന്നു ഇന്നെ സ്വീത്രം സ്വീത്രിക്ക് വിവ്യാര് പ്രസ്ത്രം വിവ്യാര് വിവ്യാര് വിവ്യാര് എന്നും എന്നും എന്നും എന്നും എന്നും എ പ്ര	IN	VENTORY (*)	TOUR COMPRESS - 1986 - AND
Department	Sept. 1947 (\$000)	Sept. 1948 (\$000)	% Change 1948/47	Aug. 31, 1947 (\$000)	Aug. 31, 1948 (\$000)	% Change, 1948/47
TOTAL, ALL DEPARTMENTS	67,281	70,690	+ 5.1	175,102	184,426	+ 5.3
. Women's dresses, coats and suits	7,103	8,895	+25.2	14,974	18,348	+22.5
. Girls' and infants' wear.	3,923	3,831	- 2.3	8,188	7,758	~ 5.3
. Hosiery and gloves	2,410	2,362	= 2.0 .	5,396	5,817	+ 7.8
. Lingerie and corsets	2,576	2,819	+ 9.4	6,583	7, 768	+18.0
. Millinery	915	1,042	+13.9	1,085	1,094	+ 0.8
apparel - (Total, 1-5). Men's and boys' clothing	16,927	18,949	<i>+</i> 11.9	36,226	40,785	+12.6
and furnishings	8,796	8,363	4.9	23,843	23,774	·· 0.3
and preparations	1,245	1,331	+ 6.9	4,584	4,441	- 3.1
. Piece goods	5,180	5,595	+ 8.0	15,168	16,357	+ 7.8
. Smallwares	2,150	2,092	= 2.7	7,753	7,745	= Col
. Food and kindred products . Furniture (including	4,249	4,886	+15.0	4,564	5,260	+15.2
mattresses and springs).	4,222	4,163	≈ 1.4	10,677	10,152	- 4.9
. Home furnishings Household appliances and	4,841	5,144	+ 6.3	18,990	21,615	+13.8
electrical supplies Hardware and kitchen	2,648	2,971	+12.2	5,130	5,873	+14.5
utensils	2,478	2,846	+14.9	7,862		+ 7.0
ments and supplies	1,095	1,019	- 6.9	4,126	3,431	-16.8
Shoes and other footwear.Stationery, books and	5,688	5,004	-22.0	13,780	14,639	+ 6.2
magazines		1,298	+16.5	3,652	3,844	÷ 5.3
total) Comparisons are based on		7,029 es at the	+ 5.7 beginnin		18,094 mber in th	1

years.

(over)

Department store sales in September totalled \$70,690,000, which was 5% above sales of \$67,281,000 in September, 1947 and 30% above the August, 1948 total of \$54,383,000. All provinces except Quebec showed an upward sales trend in September this year compared with September a year ago.

IMPORTANT -- In preparing the provincial sales estimates given in the table below, the Census definition requiring that the division of sales provincially shall be according to the location of the store or office receiving the order has been employed. Mail order sales are, therefore, attributed to the province where mail order houses or offices receiving mail orders for merchandise are located. This fact must be taken into account when interpreting the division of sales in the three Prairie Provinces particularly, where the mail order houses are concentrated in certain centres but derive business from all parts of the Prairie Provinces. Only mail order sales are thus affected.

Department Store Sales, by Provinces September, 1947 and 1948

Province -	Sa	Sales		
110411100 -	1947	1948	1948/47	
	(\$000)	(\$000)	%	
CANADA	67,281	70,690	+ 5.1	
aritime Provinces	4,738	5,095	+ 7 _° 5	
lepec	11,771	11,579	- 1.6	
ntario	24,135	25,853	+ 7.1	
anitoba	9,810	10,051	+ 2.5	
askatchewan	3,880	4,438	+14.4	
lberta	4,547	4,833	* 6.3	
ritish Columbia	8,400	8,841	* 5.3	

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STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES

16-4080

BY PROVINCES

DTTAWA, CANADA

25-002

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Total department store sales amounted to \$82,346,000 in October, 1948, 23% higher than the sales of \$66,866,000 in October last year. Sales were \$605,198,000 in the first ten months of the year, 14% above sales of \$532,107,000 in the same period of 1947.

The review of provincial comparisons in the following table shows that Alberta's increase of 36% in October was the highest recorded. Inventory figures are not computed on a provincial basis.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in October, 1947 and 1948

		A	
Provinces	Sal	% Change, 1948/1947	
	1947	1948	1340/1341
	(000's)	(000's)	%
CANADA	66,866	82,346	+23.2
	,		
Maritime Provinces	5,101	5,862	+14.9
Quebec	11,034	12,905	+17.0
Ontario	24,453	30,359	+24.2
Manitoba	10,102	12,602	+24.7
Saskatchewan	4,103	5,119	+24.8
Alberta	4,211	5,731	+36.1
British Columbia .	7,862	9,768	+24.2
			and the residence of th

BY SELECTED DEPARTMENTS

Sharp increases in sales of apparel featured the October results. Women's clothing sales were up 38% over October a year ago, while men's wear sales advanced 34%. Piece goods sales were up 24%. Substantial sales increases occurred in sales of all other types of merchandise, and durable goods departments particularly showed a strengthened position in October as the following gains were recorded: furniture, 15%; home furnishings, 14%; appliances, 18%; hardware, 21%; and radios, 18%.

Inventories increased by about \$24,000,000 in value (15%) at the end of September this year compared with the same date a year previously. The increases were greatest in apparel, food and home furnishings and appliances. Inventories of radio departments were down 14% at the end of September this year compared with a year ago.

October, 1947 and October, 1948

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

				pulsamentum spunstantina telas estantida		
Department		SALES			VENTORY (*)	
nebar cuent	Oct. 1947	0ct. 1948	% Change 1948/47	Sept.30 1947	Sept. 30 1948	% Change, 1948/47
	(\$000)	(\$000)	and the second s	(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS	66,866	82,346	+23.2	156,984	180,946	+15.3
l. Women's dresses, coats and suits	7,543	11,423	+51.4	13,487	18,223	+35.1
2. Girls' and infants wear .	3,334	4,069	+22.0	6,495	6,758	+ 4.0
3. Hosiery and gloves	2,411	2,981	+23.6	4,867	5,919	+21.6
4. Lingerie and corsets	2,331	3,160	*35.6	5,582	7,426	+33.0
5. Millinery	792	992	+25.3	835	829	- 0.7
6. Women's and children's apparel - (Total, 1-5) 7. Men's and boys' clothing	16,411	22,625	* 37.9	31,266	39,155	+25.2
and furnishings	8,248	11,078	*34 _° 3	20,643	24,279	+17.6
8. Drugs, toilet articles and preparations	1,346	1,461	+ 8.5	4,413	4,371	- 1.0
9. Piece goods	4,823	5,989	+24.2	13,133	15,371	+17.0
10. Smallwares	2,336	2,613	+11.9	7,329	7,919	+ 8.1
11. Food and kindred products 12. Furniture (including	5,213	5,887	+12.9	4,371	5,344	+22.3
mattresses and springs)	4,144	4,745	+14.5	9,465	9,618	+ 1.6
13. Home furnishings	5,111	5,800	+13.5	17,695	20,796	+17.5
electrical supplies	2,703	3,187	+17.9	4,332	5,394	+24.5
utensils	2,478	2,987	+20.5	7,153	7,960	+11.3
16. Radios, musical instru- ments and supplies	1,225	1,439	+17.5	3,578	3,083	-13.8
17. Shoes and other footwear 18. Stationery, books and	4,896	5,571	+13.8	11,922	14,721	+23.5
magazines	933	1,074	+15.1	3,371	3,745	+11.1
total	6,999	7,890	+12.7	18,313	19,190	+ 4.8
(*) Comparisons are based on j	Inventorie	s at the	beginning	of Octo	ber in the	e two

MERCHANDISING AND SERVICES

STATISTICS

DEPARTMENT STORE SALES AND INVENTORIES

16-4080

BY PROVINCES

TTAWA, CANADA

63-002

31

November, 1948 department store sales totalled \$89,706,000, 10% above sales of \$81,579,000 reported for November, 1947. Sales of \$694,904,000 during the first eleven months of this year exceeded the total of \$613,686,000 for the same period of 1947 by 13%.

Quebec and Ontario have recorded the lowest among provincial increases in November. All other sections reported gains above the national increase.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in November, 1947 and 1948

Provinces	Se	% Change,	
LLOATHGAS	1947 1948 (000°s) (000°s)		1948/1947
CANADA	81,579	89,706	*10.0
Maritime Provinces	5,634	6,643	*17.9
Quebec	13,746 32,018 12,006	14,022 34,056 13,503	+ 2.0 + 6.4 +12.5
Saskatchewan	4,192 5,020	4,798 5,876	+14.5 +17.1
British Columbia	8,963	10,808	+20.6

BY SELECTED DEPARTMENTS

Food department reported a gain of 19% in November this year over last. Several other departments showed expansion of over 15%, among which were lingerie, piece goods, hardware and stationery. Only radio and music department failed to surpass November, 1947 sales volume.

Inventories at the beginning of November were 11% above those at the same date a year previously. Four departments—millinery, drugs, furniture and radio—showed a decline in inventories below a year ago. The most substantial growth in stocks occurred in women's apparel, piece goods, home furnishings and shoes.

November, 1947 and November, 1948

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

	Inventories are at setting value.								
10000		ter specificate militaris supplies and provide	SALES		I	NVENTORY (*	•) .		
	Department	Nov.	Nov.	% Change		Oct. 31	% Change		
		1947	1948	1948/47	1947	1948	1948/47		
and the sales	ally allowed with a three thre	(\$000)	(\$000)		(\$000)	(\$000)			
	TOTAL, ALL DEPARTMENTS	81,579	89,706	*10.0	167,564	186,522	+11.3		
1.	Women's dresses, coats and suits	10,200	11,466	+12.4	15,042	18,199	+21.0		
2.	Girls' and infants' wear .	3,552	3,707	+ 4.4	6,203	6,335	+ 2.1		
3.	Hosiery and gloves	3,235	3,311	+ 2.3	5,040	6,018	+19.4		
4.	Lingerie and corsets	2,636	3,253	+23.4	5,722	7,571	+32.3		
	Millinery	755	805	+ 6.6	996	896	-10.0		
	Women's and children's apparel - (Total, 1-5)	20,378	22,542	+10.6	33,003	39,019	+18.2		
	Men's and boys' clothing and furnishings	10,292	11,005	+ 6.9	21,697	24,011	+10.7		
O.	Drugs, toilet articles and preparations	1,892	1,961	+ 3.6	5,358	5,094	- 4.9		
9.	Piece goods	4,859	5,603	+15.3	13,284	15,241	+14.7		
10.	Smallwares	2,903	3,143	+ 8.3	7,903	8,554	+ 8.2		
	Food and kindred products Furniture (including	5,474	6,498	+18.7	5,196	5,395	+ 3.8		
	mattresses and springs) .	4,193	4,597	+ 9.6	9,938	9,492	- 4.5		
	Home furnishings Household appliances and	5,394	6,180	+14.6	17,769	21,392	+20.4		
	electrical supplies Hardware and kitchen	2,940	3,302	* 12.3	4,847	5,388	+11.2		
	utensils	2,586	3,010	+16.4	7,657	8,408	+ 9.8		
	ments and supplies	1,622	1,618	= 0.2	8,473	3,183	- 8.4		
	Shoes and other footwear . Stationery, books and	6,034	6,222	+ 3.1	12,676	15,140	+19.4		
	magazines	1,652	1,908	*15 ,5	4,147	4,495	+ 8.4		
(*)	total	11,360	12,117	+ 6.7	20,616	21,710	+ 5.3		

(*) Comparisons are based on inventories at the beginning of November in the two years.

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MERCHANDISING AND SERVICES
STATISTICS

DEPT. OF TICAL ECONOMY

DEPARTMENT STOPE SALES AND INVENTORIES

16-4080

By Provinces

DECEMBER, 1948

63-002

10

Department store sales, in December, 1948, totalled \$109,638,000 an increase of 18 per cent over sales of \$93,159,000 reported for December, 1947.

Total sales in 1948 were 14% higher than 1947. Gains in the western provinces were larger than in eastern Canada, Alberta leading with a 20% margin of increase over 1947 (Page 3).

Department Store Sales in December, 1947 and 1948

Provinces	Sa	% Change,		
	1947	1948	1948/1947	
angtamangas, talangga sepamanangas seji yangga dangga menengan sejiya menengan menengan sejiya menengan sejiya	(\$000°s)	(\$000°s)	%	
CANADA	93,159	109,638	+17.7	
Maritime Provinces.	6,725	8,202	+22.0	
Quebec	15,856	18,551	+17.0	
Ontario	36,591	42,547	41 6.3	
Manitoba	12,576	14,846	418.1	
Saskatchewan	4,299	5,235	+ 21.8	
Alberta	5,430	6 889	+26.9	
British Columbia	11,682	13,368	+14.4	

By Selected Departments

Large sales increases in December for apparel, food, foot-wear, household appliances and hardware departments featured an all-time high Christmas trade. These departments had increases over December, 1947 ranging from 17% to 22%. The summary of 1948 results shows that the most prominent gains over 1947 were in the departments enumerated above. Sales of radio and music departments were 2% lower than in 1947, but all other departments reported increases.

The value of department store inventories at the beginning of December was 16% above their value on the same date a year previously. The largest increases were in those departments which shared most fully in the active December trade.

December, 1947 and December, 1948

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

		The second secon	the second of th	The same of the control of the same of the	Constitute http://www.handeleanter.com/s/2007/1988/Angeleanter.com/s/2007/2007/2007/2007/2007/2007/2007/20	But Service and I was beautiful and a server to the server of the server	天)
	Department		SALES		I	NVENTORY	
	Department	Dec. 1947	Dec. 1948 (\$000)	% Change 1948/47	Nov. 30 1947 (\$000)	1948	% Change 1948/47
	TOTAL, ALL DEPARTMENTS	93,159	109,638	+17.7	156,022	180,828	+15.9
٤ ٤	Women's dresses, coats and suits	8,511	10,706	¥24 ₀ 8	12,331	15,949	+29.3
20	Girls' and infants' wear	5, 206	3,829	719.4	5,439	5,929	÷ 9.0
₹ 5	Hosiery and gloves .	£(4]):	5,118	+15.9	4,508	5,940	+31.8
la ,	Lingerie and corsets	1,413	4,400	+25-9	5,522	6,926	\$25.4
	Women's and children's	609	678	411.3	847	819	<u> </u>
	apparel - (Total, 1-5) Men's and boys' clothing	20,220	24,731	+22.3	28,647	35,563	÷24°1
	and furnishings	11,672	14,065	¥20°2	18,858	22,323	+18.4
	and preparations	3,534	3,729	4 5.5	5,795	5,760	- 0.6
9.	Piece goods	4,805	5,460	÷1%66	12,400	15,191	\$ 22.5
2005	Smallwares	3,780	4,187	110.8	7,759	8,407	+ 8.4
	Food and kindred products. Furniture (including	6,633	7,946	+19.8	5,463	6,688	+22.4
	mattresses and springs)	3,800	4,046	÷ 6.5	9,780	9,899	+ 1.2
	Home furnishings And Household appliances and	ځ ب ۱۰	o, 548	+14.6	17,433	20,175	+15.7
	electrical supplies Hardware and kitchen	2,981	3,44%	+16.5	4,671	5, 509	÷17.9
	utensils	3,048	3,576	+17.3	7,612	8,739	\$14.8
	ments and supplies	2,040	2,249	+10.2	3,168	2,970	= 6.2
	Shoes and other footwear . Stationery, books and	5,284	7,805	+21.0	11,549	14,231	\$23°S
190	magazines		3,586	\$18.2	4,181	4,710	+12.7
(R)	Comparisons are besen on a	15,614	18,438	+18.1 beginnin	18,706 g of Dece	20,663	+10.5
	years.			and the same of th	0		110 3470

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Department Store Sales by Regions and by Departments

January - December - 1947 and 1948

Provinces	Sa	Sales				
distribution of the state of th	1947	1948	1948/1947			
	(\$000°s)	(\$000's)	%			
aritime Provinces	50,770	58 , 398	415.0			
lebec evenness sees es es es es	120,068	130,425	+ 8.6			
itario	267,563	304,217	¥13.7			
anitoba	103,354	115,983	+12.2			
askatchewan			‡18 .0			
	35,394	41,774				
lberta	42,669	51,374	+20.4			
ritish Columbia	87,027	102,371	117.6			
CANADA, ALL DEPARTMENTS	706,845	804,542	\$1.3 _{.8}			
L. Women's dresses, coats						
and suits	76,553	95,371	‡ 24.6			
2. Girls' and infants' wear.	28,417	30,644	¥ 7.8			
3. Hosiery and gloves	25,561	27,583	¥ 7.9			
4. Lingerie and corsets	25,789	30,329	417.6			
5. Millinery	7,178	8 ,0 34	+ 11.9			
6. Women's and children's apparel (Total 1-5)	168,498	191,961	¥17°4			
7. Men's and boys' clothing and furnishings	79,767	90,567	413.5			
8. Drugs and toilet articles and preparations	17,856	19,094	£ 6.9			
9. Piece goods	51,173	57,642	¥12.6			
O. Smallwares	24,449	26,000	÷ 6.3			
l. Food and kindred products. 2. Furniture (including	53,931	65,311	+21.1			
mattresses and springs) .	45,694	48,668	+ 6.5			
3. Home furnishings	53,789	61,285	¥13.9			
electrical supplies 5. Hardware and kitchen	25,437	31,191	1 22.6			
utensils	30,552	36,229	118.6			
ments and supplies	13,012	12,730	- 2.2			
7. Shoes and other footwear . 8. Stationery, books and	48,953	54,099	\10 _{.5}			
magazines	13,002	14,284	+ 9.9			
total	85,732	95,481	+11.4			

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16-4080

STATISTICS

DEPT. OF BY PROVINCES ITICAL ECONOMY

21

JANUARY, 1949

Sales of Canadian department stores totalled \$49.094.000 in January, up 9% over January, 1948 when volume amounted to \$45,083,000. Increases occurred in all provinces, but only in the Maritime Provinces did the increase (21%) differ sharply from the average.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in January, 1948 and 1949

70	Sales	% Change,	
Provinces	1948	1949	1949/1948
	(000's)	(000's)	%
CANADA	45,083	49,094	+ 8.9
Maritime Provinces	2,489	3,011	+21.0
Quebec	7,158	7,940	+10.9
Ontario	17,434	18,367	+ 5.4
Manitoba	6,866	7,464	+ 8.7
Saskatchewan	2,093	2,333	+11.5
Alberta	2,842	3,199	+12.6
British Columbia .	6,201	6,780	+ 9.3

BY SELECTED DEPARTMENTS

The prominence of increases for piece goods and apparel, both in sales and inventories, is apparent in the results given on Page 2. Household equipment -- furniture, appliances and furnishings -were also in marked demand during January. Hardware departments just failed to equal January, 1948 volume, while there was a substantial reduction in the sales and stocks of food departments.

Total inventories at the first of January were higher by 12% than in the same month last year.

Published by Authority of the Rt. Hon. C.D. Howe, M.P., Minister of Trade and Commerce.

January, 1948 and January, 1949

These figures are estimates of total department stores sales and inventories.

Inventories are at selling value.

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Danastmant		SALES			VENTORY	Ø 0) -
Department	Jan.	Jan.	% Change	Dec. 31		, 0
	1948	1949	1949/48	1947	1948	1948/47
	(\$000)	(\$000)		(\$000)	(4000)	
TOTAL, ALL DEPARTMENTS	45,083	49,094	+ 8.9	131,616	146,944	+11.6
1. Women's dresses, coats and suits	5,069	5,739	+13.2	8,800	11,913	+35.4
2. Girls' and infants wear	1,122	1,248	+11.2	3,962	4,538	+14.5
3. Hosiery and gloves	1,326	1,386	+ 4.5	3,063	4,095	+33.7
4. Lingerie and corsets	1,513	1,865	+23.3	4,218	5,211	+23.5
5. Millinery	295	337	+14.2	565	577	+ 2.1
6. Women's and children's apparel - (Total, 1-5).	9,325	10,575	+13.4	20,608	26,334	+27.8
7. Men's and boys' clothing and furnishings 8. Drugs, toilet articles	4,241	4,770	+12.5	13,868	16,646	+20.0
and preparations	1,372	1,393	+ 1.5	4,459	4,345	- 2.6
9. Piece goods	3,970	4,989	+25.7	11,761	14,747	+25.4
10. Smallwares	1,697	1,780	+ 4.9	6,025	6,432	+ 6.8
11. Food and kindred products. 12. Furniture (including	5,184	4,392	-15.3	6,187	5,044	-18.5
mattresses and springs).	3,222	3,796	+17.8	10,416	10,176	
13. Home furnishings	3,383	3,759	+11.1	17,041	18,147	+ 6.5
electrical supplies 15. Hardware and kitchen	1,859	2,173	+16.9	4,983	5,857	
utensils	1,964	1,957	- 0.4	7,625	8,576	
ments and supplies	902	1,002	+11.1	3,011		
17. Shoes and other footwear . 18. Stationery, books and	2,441	2,554		10,164		
magazines	. 863	867	·	2,488	2,760	
total	4,660	5,087	+ 9.2	12,980	13,640	+ 5,1

⁽x) Comparisons are based on inventories at the beginning of January in the two years.

16-4080

DEPT. OF ECONOMY FEBRUARY, 1949

Department store sales in Canada totalled \$50.128.000 in February, 1949, 9% higher than sales of \$45,857,000 reported for February, 1948. Increases recorded in Saskatchewan and Alberta (18% and 28%) were highest among those shown for the various provinces.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in February, 1948 and 1949

Provinces	Sale	% Change		
	1948	1949	1343/1340	
	(000's)	(000°s)	%	
CANADA	45,857	50,128	+ 9.3	
Maritime Provinces	2,709	3,044	+12.4	
Quebec	7,540	7,657	+ 1.6	
Ontario	18,570	20,091	+ 8.2	
Manitoba	6,679	7,442	+11.4	
Saskatchewan	1,912	2,249	+17.6	
Alberta	2,504	3,207	+28.1	
British Columbia .	5,943	6,438	+ 8.3	

BY SELECTED DEPARTMENTS

There were substantial sales gains in departments handling household merchandise such as furniture, radios, appliances and home furnishings. Apparel sales were well above those for February, 1948. but were not as substantial as in many recent months. Food department showed a reduction of 9% in sales compared with February a year ago.

Inventories at the beginning of February were 14% above the value of inventories at the same date in 1948. Considerably larger stocks of apparel were held than a year ago, but in other departments -drug, food, furniture and radio -- the value of stocks was down from the preceding year. Inventory values used in arriving at these comparisons are based on selling prices and the difference in the price level between this year and last is a factor to be considered in interpreting these results.

ublished by Authority of the Rt. Hon. C.D. Howe, M.P., Minister of Trade and Commerce.

February, 1948 and February, 1949

These figures are estimates of total department stores sales and inventories.

Inventories are at selling value.

*CONTRACTOR AND A STATE OF THE					71 3 7	(×)	
	Department	The contract of the contract o	SALES	<i>7</i> / G1		VENTORY	of Change
	2 - 1	Feb.	Feb.		Jan. 31	Jan. 31	% Change,
dissource out:		1948	1949	1949/48	1948	1949	1949/48
		(\$000)	(\$000)		(\$000)	(\$000)	
	TOTAL, ALL DEPARTMENTS .	45,857	50,128	+ 9.3	143,231	163,643	†14.3
7	Women's dresses, coats						
Τ. φ.	and suits	4,816	5,299	+10.0	11,167	15,436	+38.2
2.	Girls' and infants wear.	1,353	1,527	+12.9	4,191	6,424	÷53 _° 3
3.	Hosiery and gloves	1,431	1,438	+ 0.5	3,432	4,686	+36.5
4.	Lingerie and corsets	1,764	1,983	+12.4	4,534	5,625	+24.1
5.	Millinery	357	399	+11.8	781	961	+23.0
	apparel - (Total, 1-5) Men's and boys' clothing	9,721	10,646	+ 9.5	24,105	33,132	+37.4
	and furnishings Drugs, toilet articles	4,042	4,351	+ 7.6	15,027	18,104	+20.5
0 0	and preparations	1,273	1,337	+ 5,0	4,207	4,079	~ 3.0
9.	Piece goods	3,930	4,588	+16.7	12,295	15,520	+26.2
10.	Smallwares	1,667	1,798	+ 7.9	6,358	6,462	+ 1.6
	Food and kindred products Furniture (including	4,800	4,355	- 9.3	6,896	4,242	-3 8。5
2~0	mattresses and springs)	3,359	3,905	+16.3	11,064	10,608	- 4.1
	Home furnishings	4,015	4,584	+14.2	18,072	19,874	+10.0
	electrical supplies Hardware and kitchen	2,010	2,366	+17.7	5,616	6,635	+18.1
	utensils	2,101	2,273	+ 8.2	8,132	8,420	÷ 3 _• 5
200		840	1,040	+23.8	3,510	3,277	- 6.6
	Shoes and other footwear Stationery, books and	2,461	2,653	+ 7.8	11,104	13,549	+22.0
	magazines	872	966	+10.8	2,791	2,843	+ 1.9
200	total	4,766	5,266	+10.5	14,054	16,898	+20.2
-							

^(*) Comparisons are based on inventories at the beginning of February in the two years.

16-4080

BY PROVINCES

MARCH, 1949

62

Total department store sales in Canada amounted to \$69,125,000 in March, 1949, 7% greater than the sales of \$64,486,000 reported for the same month of last year. The western provinces showed the largest gains, ranging from 11% in British Columbia to 20% in Alberta.

Note: It has been necessary to make substantial corrections in our preliminary report for this month to the estimates published for the Maritime Provinces and British Columbia.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in March, 1948 and 1949

45	Sa	Sales			
Provinces	1948 1949		1949/1948		
ta like 10 mmillet til gedige-visionerlingeridgeridge stiller stiller op meller riger miller gjer ogser tilse, stille stiller stiller og stiller still	(000°s)	(000°s)	%		
CANADA	64,486	69,125	+ 7.2		
aritime Provinces .	4,810	5,122	* 6.5		
uebec	10,798	10,874	* 0.7		
ntario	24,692	25,655	+ 3.9		
anitoba	8,657	9,791	*13.1		
askatchewan	3,337	3,814	* 14.3		
lberta	4,131	4,953	+ 19.9		
ritish Columbia	8,061	8,916	* 10.6		

BY SELECTED DEPARTMENTS

The largest increases in sales over March, 1948 were recorded in furniture department (17%) and "all other departments" (16%). Following these came radio, household appliance, women's clothing and drug departments. Men's apparel and food failed to surpass 1948 sales.

Inventories at the beginning of March, 1949 were higher than those for the same period in 1948 by 16%. A gain of 38% was recorded by women's apparel department while food department is 40% lower this year than last.

ublished by Authority of the Rt. Hon. C.D. Howe, M.P., Minister of Trade and Commerce.

March, 1948 and March, 1949

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

The second secon								
Michael State (1994) - The Committee of	and the state of t	SALES	tion - et al commission de la commission	IN	VENTORIES"	ję		
Department	March	March	% Change	Feb. 29	Feb. 28	% Change		
The state of the s	1948	1949	1949/48	1948	1949	1949/48		
	(\$000)	(\$000)		(\$000)	(\$000)			
TOTAL . ALL DEPARTMENTS .	64,486	69,125	+ 7.2	163,042	188,824	+15.8		
7 787			On the second life					
1. Women's dresses, coats and suits	8,301	9,540	+14.9	14,290	19,601	* 37.2		
2. Girls' and infants' wear	2,721	3,242	*19.1	5,514	8,319	÷50.9		
3. Hosiery and gloves	2,194	1,988	- 9.4	4,264	5,724	+34.2		
4. Lingerie and corsets	2,491	2,844	+ 14.2	5,216	6,960	*33.4		
5. Millinery	939	859	en 8,5	1,149	1,335	+16.2		
6. Nomen's and children's apparel - (Total, 1-5).	16,646	18,473	#11.0	30,433	41,939	*37.8		
7. Men's and boys' clothing and furnishings	7,267	7,103	- 2.3	18,261	21,728	+19.0		
8. Drugs, toilet articles and preparations	1,347	1,472	+ 9.3	4,152	4,244	+ 2.2		
9. Piece goods	5,242	5,605	+ 6.9	14,155	17,810	+25.8		
10. Smallwares	1,975	2,016	+ 2.1	6,755	7,034	+ 4.1		
11. Food and kindred products	5,227	4,855	- 7.1	6,697	4,001	-40.3		
12. Furniture (including mattresses and springs)	3,642	4,274	+17.4	11,809	11,972	+ 1.4		
13. Home furnishings 14. Household appliances and	5,023	5,400	* 7.5	20,052	21,288	+ 6.2		
electrical supplies	2,558	2,849	+11.4	5,880	7,701	+31.0		
15. Hardware and kitchen utensils	3,018	3,313	+ 9.8	8,821	10 744	* 15.0		
16. Radios, musical instru-	0,010	0,010	, 5.0	12060	10,144	*10°0		
ments and supplies	918	1,039	+13.2	3,384	3,342	- 1.2		
17. Shoes and other footwear 18. Stationery, books and	4,534	4,613	+ 1.7	12,940	15,695	+21.3		
magazines	883	920	+ 4.2	2,935	3,029	* 3.2		
total	6,206	7,193	+15.9	16,768	18,897	+12.7		
* Comparisons are based on i	nventorie	s at the	beginning	of March	in the two	vears		

16.4080

16-4080 23

BY PROVINCES

TTAWA, CANADA

APRIL, 1949

Department store sales in Canada totalled \$74,969,000 in April, 1949, an increase of 15% over April, 1948 sales of \$65,018,000. Both March and April results should be brought together in order to arrive at the true significance of the figures quoted here, because Easter fell in March, 1948 and in April, 1949. Viewed in this perspective, 1949 March-April total sales of \$144,094,000 exceeds the 1948 figure of \$129,504,000 for the same period by 11%.

The Maritime and Prairie Provinces recorded the sharpest gains, ranging from 20% to 27%.

Department Store Sales in April, 1948 and 1949

Provinces	Sa	% Change,	
Control of the Contro	1948	1949	1949/1948
Chromiterania regulation adheren remainstrum association association international production action artists are remainded	(\$000)	(\$000)	
CANADA	65,018	74,969	+15.3
Maritime Provinces .	4,953	5,964	+20.4
Quebec	11 ,024 24 ,346	12,181 27,535	+10.5 +13.1
Manitoba	9,136	10,963	+20.0
Saskatchewan	3,491 3,848	4,297	*23.1 *26.6
Alberta	8,220	9,157	+11.4

BY SELECTED DEPARTMENTS

Substantial increases in clothing and shoe departments revealed the effects of Easter shopping in April this year as compared with April, 1948. Clothing of all kinds and shoes recorded the largest gains. On the other hand, piece goods and food departments showed decreases of 2% and 4% respectively.

Inventories at selling value taken at April 1, 1949 were 14% higher than at the same date a year ago. Household appliances were up 36% while women's apparel stocks were 35% higher than those held on the same date last year. Drug and furniture departments showed practically no change in inventories but food stocks dropped 36% from a year ago.

April, 1948 and April, 1949

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

	The state of the s								
***************************************	Danasahan	(Siller, A.) (19 — Siller — Mary (Special Siller — Milly - A.) (19)	SALES		I	NVENTORIES	*		
	Department	April	April	% Change	Mar. 31,		% Change,		
-		1948	1949	1949/48	1948 (\$000)	1949	1949/48		
		(\$000)	(\$000)		(4000)	[4000)			
	TOTAL, ALL DEPARTMENTS	65,018	74,969	415.3	169,143	193,049	*14.1		
1.	Women's dresses, coats								
	and suits	8,362	11,032	+31.9	14,850	19,740	+32.9		
2.	Girls' and infants' wear.	2,506	3,523	*40.6	5,539	8,243	+48.8		
3.	Hosiery and gloves	2,071	2,497	420.6	4,617	6,054	+31.1		
4.	Lingerie and corsets	2,293	2,695	\$17°5	5,415	7,123	#31.5		
	Millinery	850	1,328	* 56.2	1,078	1,232	+14.3		
	Women's and children's apparel - (Total, 1-5)	16,082	21,075	*31.0	31,499	42,392	+34.6		
7.	Men's and boys' clothing and furnishings	6,899	8,718	+26.4	19,593	22,716	÷15.9		
8.	Drugs, toilet articles and preparations	1,310	1,372	+ 4.7	4,212	4,191	- 0.5		
9.	Piece goods	4,790	4,684	2.2	14,673	18,366	+25.2		
10.	Smallwares	1,840	1,939	+ 5.4	7,090	7,306	+ 3.0		
	Food and kindred products Furniture (including	5,262	5,040	4.2	5,713	3,652	-36.1		
220	mattresses and springs).	4.146	4,201	* 1.3	12,872	12,871	(a)		
	Home furnishings Household appliances and	5,513	5,677	* 3.0	20,749	21,608	+ 4.1		
	electrical supplies Hardware and kitchen	2,609	2,819	* 8.0	5,771	7,840	* 35.9		
	utensils	3,654	3,886	+ 6.3	9,043	9,968	+10.2		
200	ments and supplies	782	827	≠ 5.8	3,544	3,558	+ 0.4		
	Shoes and other footwear, Stationery, books and	4,569	5,792	*26.8	13,775	16,348	+18.7		
	magazines	743	855	#16.1	3,076	3,124	+ 1.6		
	total	6.819	8,084	*18.6	17,533	19,109	+ 9.0		

^{*} Comparisons are based on inventories at the beginning of April in the two years.

(a) Less than 0.1 per cent.

⁽a) Less than O.1 per cent.

BY PROVINCES

MAY, 1949

22

Total department store sales in Canada during May, 1949 were \$72,198,000, 11% above the May, 1948 total of \$65,229,000. Gains varied from 5% in Saskatchem to 15% in the Maritime Provinces. Average increase for the first five months of 1949 over 1948 stood at 10%.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in May, 1948 and 1949

Province	Sa	% Change, 1949/1948	
	1948		
	(\$000)	(\$000)	a Clare Chron above discontinuo estillarite augini recina que e externista e dan mita an discontinuo que
CANADA	65,229	72,198	+10.7
Maritime Provinces .	5,118	5,906	+15.4
Quebec	10,772	11,860	+10.1
Ontario	24,648	27,507	÷11 ₀ 6
Manitoba	9,241	10,119	+ 9.5
Saskatchewan	3,396	3,573	+ 5.2
Alberta	3,867	4,358	+12.7
British Columbia	8,187	8,875	+ 8.4

BY SELECTED DEPARTMENTS

The most substantial sales gains were recorded in household appliance, furniture and women's apparel departments. Food departments showed the only reduction in sales falling off 8% in comparison with May, 1948.

Inventories at the first of May were 11% higher this year than last. Stocks for household appliances, piece goods and women's apparel, continued high in relation to the previous year's inventory.

Published by Authority of the Rt. Hon. C.D. Howe, M.P., Minister of Trade and Commerce

May, 1948 and May, 1949

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

Dana salaman	SALES			INVENTORIES*		
Dep a rtment	May, 1948	May, 1949	% Change,	1948	1949	% Change 1949/48
Bit y Committee and an extended control of the cont	(\$000)	(\$000)		(\$000)	(\$000)	
TOTAL, ALL DEPARTMENTS	65,229	72,198	∜10.7	171,468	191,036	+11.4
l. Women's dresses, coats and suits	7,909	9,352	 \$18.2	14,985	18,145	+21.1
2. Girls' and infants' wear	2,260	2,717	÷20°5	5,456	7,418	+36.0
3. Hosiery and gloves	2,148	2,179	+ 1.4	4,838	5,526	+14.2
4. Lingerie and corsets	2,446	2,919	+19.3	5,813	7,168	+23.3
5. Millinery	715	775	+ 8.4	930	909	- 2,3
6. Women's and children's apparel - (Total, 1-5).		17,942	÷15.9	32,022	39,166	+22.3
7. Men's and boys' clothing and furnishings		7,571	÷11.7	20,259	22,531	+11.2
8. Drugs, toilet articles and preparations	1,348	1,438	+ 6.7	4,397	4,315	- 1.9
9. Piece goods	4,605	5,059	+ 9.9	15,192	18,764	+23.5
10. Smallwares	1,771	1,909	÷ 7.8	7,168	7,481	÷ 4 ₀ 4
11. Food and kindred product 12. Furniture (including	s 5,047	4,665	- 7.6	5,450	3,318	-39.1
matresses and springs).	4,468	5,142	+15.l	12,281	12,771	+ 4.0
13. Home furnishings	5,645	6,060	+ 7.4	20,647	22,126	+ 7.2
electrical supplies	2,498	3,023	÷21.0	5,751	8,035	+39.7
utensils	3,946	4,379	+11.0	9,371	10,349	+10.4
ments and supplies	822	832	+ 1.2	3,596	3,869	÷ 7.6
17. Shoes and other footwear 18. Stationery, books and	4,825	5,329	+10.4	14,364	15,907	+10.7
magazines	752	761	+ 1.2	3,290	3,268	
total	7,248	8,088	₹11.6	17,680	19,136	+ 8.2
a Comparisons are based on inventories at the beginning of May in the two years.						

Canada totals do not include Newfoundland figures.

DOMINION BUREAU OF STATISTICS CTTAWA, CANADA

MERCHANDISING AND SERVICES
SECTION
16-4080

26

DEPARTMENT STORE SALES AND INVENTORIES

June, 1949

UNIVERSITY OF TORONTO

By Provinces:

Total department store sales in June, 1949 were \$67,230,000, 6% greater than sales of \$63,254,000 reported for June, 1948.

January-to-June figures combined totalled \$382,744,000, an increase of 10% over sales of \$348,735,000 for the first six months of 1948.

Department Store Sales in June, 1948 and 1949

	St	% Change		
Provinces	1948	1949	1949/1948	
	(\$000's)	(\$000's)	%	
CANADA	63,254	67,230	+ 6.3	
Maritime Provinces	. 4,731	5,346	+13.0	
Quebec	10,716	11,101	+ 3.6	
Ontario	24,510	25,466	+ 3.9	
Manitoba	8,818	9,593	+ 8.8	
Saskatchewan	3,082	3,357	+ 8.9	
Alberta	3,738	4,165	+11.4	
British Columbia	7,659	8,202	+ 7.1	

By Selected Departments:

The most substantial increases over June, 1948 were those for the household appliance, radio and women's apparel departments which ranged from 12% to 20%. Cumulative results by departments, for the first six months of this year and last appear on Page 3.

Inventories at June 1st, 1949 were 12% larger than those at the same date last year. The most prominent increases were as follows: household appliances, 40%; women's apparel, 24%; piece goods, 20% and footwear, 15%. Food department stocks recorded a marked reduction of 21%.

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

June, 1948 and June 1949

These figures are estimates of total department store sakes and inventories.

Inventories are at selling value.

	en julikalisaken elikalapunak, siin 76 minapilinalpunikan ken provincia parti parti sa san sala-lapunak en san sa sa Bananak sa su su san san san salahan salahan san san san san san san salah salah sa san sa san sa sa sa sa sa	gene ennadigin 140 system, gan edillinski statu i salar edillinski selati u barajin ili ki sita usara sina albe dilikshipara 1700a.		makkanakkin ndip semila dipenantika ndipenantika ndipenan	reservet gistern steper steper steper i steper ettere visitern steper steller i steper i visitegiskippen system steper - destimenter - steller stelle s	TARRENA DADA	()
	Dawn mt ant	the reference of the control of the	ALES	of Manne		INVENTORY	and the same and t
	Department	June 1948	June 1949	% Clange 1949/48	Nay481	May491	% Change 1949/48
in the State and State	<mark>uar-ta di Aliminjah nadimendinsi di sekan sistemin - samutuh - sah-sah-sah-san -</mark> - respensionaliya tephadominin-sah-sitti dibilika da sah	(\$000) (\$000)		(\$000)	(\$000)	
	COTAL, ALL DEPARTMENTS .	63,254 €	7,230	+ 6.5	169,007	189,420	+12.1
1.	Women's dresses, coats and suits	7,401	8,282	+11.9	13,908	17,772	+27.8
es (4 g	Girls' and infants' woar	1,965	2,324	+18.3	5,456	6,908	+26,6
ŏ.	osiery and ploves	1,913	1,850	- 3.3	4,686	4,993	+ 6.6
4.	Lingerie and corsets	2,455	2,951	+20.2	5,881	7,376	+25.4
ũ.	Willinery	566	598	+ 5.7	748	912	+21.9
	 6. Nomen's and children's arparel - (lotal, 1-5) 7. Men's and boys' clothing and furnishings 8. Drugs, toilet articles and preparations 	14,300	6,005	+11.9	30,679	57,961	+23.7
		7,106	7,576	+ 6.6	20,527	25,072	+12.4
8.		1,415	1,488	+ 5.2	4,389	4,516	- 1.7
ົ.	Fiece goods	4,404	4,613	+ 4.7	15,588	18,671	+19.8
10.	Smallwares	1,817	1,790	- 1.5	7,174	7,361	+ 2.6
	11. Food and kindred products	4,908	4,301	-12.4	4,592	3,614	-21.3
one Feb as	Furniture (including mattresses and springs)	4,409	4,639	+ 5.2	11,596	12,384	+ 6.8
	Fome furnishings Household appliances and	5,127	5,102	+ 1.3	20,758	22,157	+ 6.7
	o'ectrical supplies 5. Mardware and kitchen	2,474	2,978	+20.4	5,758	8,046	+39.7
	utensils	3,637	J,699	+ 1.8	8,971	9,908	+10.4
304	ments and supplies	631	755	+16.5	3,787	4,086	+ 7.9
	Shoes and other footwear Stationery, books and	4,625	5,002	+ 8.2	13,658	15,656	+14.6
	Magazines	766	751	- 2.0	3,393	3,175	- 6.4
		7,657	8,460	+10.8	18,137	19,013	+ 4.8

(*) Comparisons are based on inventories at the beginning of June in the two years Canada totals do not include Newfoundland figures.

O TARTMENT STORM SALES BY REGIONS AND BY DEPARTMENTS January - June - 1948 and 1949

	FAIT	% Change				
Frovinces	1948	1949	1949, 48			
So des de visuale administrato par e de relación de capación de capación con cambio cambio cambio cambio de cabación cambio camb	(\$000's)	(\$000's)	10			
Maritime Trovinces Quebec Ontario Manitoba Zaskatchewan Alterta	24,810 58,013 134,207 49,276 17,275 20,880 44,274	28,393 61,613 144,621 55,372 19,623 24,754 48,368	+14.4 + 6.2 + 7.8 +12.4 +15.6 +18.6 + 9.2			
CANADA, ALL DEFEARTMENTS	348,735	382,744	+ 9.8			
1. Nomen's dresses, coats and suits	41,856	49,244	+17.7			
2. Girls' and infants' wear	11,922	14,581	+22,3			
5. Hosiery and gloves	11,078	11,338	+ 2.3			
4. Lingerie and corsets	12,955	15,257	+17.8			
5. Willinery	3,721	4,296	+15.5			
6. Women's and children's apparel (Total 1-5)	81,512	94,716	+16.2			
7. Men's and boys' clothing and furnishings	36,315	40,089	+10.4			
E. Drugs, toilet articles and preparations	8,058	8,500	+ 5.5			
0. Piece goods	26,924	29,538	+ 9.7			
10. Smallwares	10.760	11,232	+ 4.4			
11. Food and kindred products	30,407	27,608	- 9.2			
12. Furniture (including mattresses and springs)	23,232	25,957	+11.7			
13. Home furnishings	28,691	30,673	+ 6.9			
14. Household appliances and electrical supplies 15. Hardware and kitchen	14,001	16,208	+15.8			
utonsils	18,308	19,507	+ 6.5			
and supplies	4,892	5,475	+11.9			
17. Shoes and other footwear 18, Stationery, books and	23,444	25,943.	+10.7			
majazines	4,875	5,120	+ 5.0			
total	37,316	42,178	+13.0			



MERCHANDISING FILE .D.

DOMINION BUREAU OF STATISTICS

MERCHAND ISING AND SERVICES
SECTION
DEPT. OF POLITICAL ES 16-4080

DEPARTMENT STORE SALES AND INVENTORIES

29

July, 1949

By Provinces:

Department store sales in Canada during July, 1949, totalled \$49,895,000, 4% higher than the July, 1948 total of \$48,123,000.

In Quebec and Ontario, sales were practically unchanged from July a year ago. Increases in other provinces ranged from 4% in the Maritime Provinces to 9% in Saskatchewan and Alberta.

Mail order sales are attributed to the province in which offices receiving the orders are located.

NOTE: A chart showing weekly percentage changes in department store sales, by provinces, appears on Page 3.

Department Store Sales in July, 1948 and 1949

Province	· Se	108	% Change
	1948	1949	1949/1948
(特殊・Appenting) 上述が関係を表現を表現を表現を表現を表現を表現を表現します。 (中央のは、2) 2 できませいことが、	(\$000)	(\$000)	h
CANADA	48,123	49,895	+ 3.7
Maritime Provinces	3,596 7,138	3,743 7,102	+ 4.1 = 0.5
Ontario	17,120	17,223	+ 0.6
Manitoba ococococo	7,421	8,015	+ 8 ₀ 0
Saskatchewan	2,287	2,490	+ 8,9
Alberta	3,268	3,569	+ 9.2
British Columbia	7,293	7,753	+ 6 ₀ 3

By Selected Departments:

By far the highest among sales increases for individual departments was a 36% gain for household appliances. Furniture departments ranked second with a gain of 12%. Other departments showed minor increases or decreases. Food sales declined 13%.

Inventories were higher by \$23 million (or 14%) at the beginning of July 1949 compared with the same date in 1948. Substantial increases were reported for apparel and shoes, piece goods, and household durables. Food, drugs, and stationery department inventories were reduced as compared with the previous year.

Published by Authority of the Rt. Hon. C.D. Howe Minister of Trade and Commerce

DEPARTMENT STORE SALES AND INVENTORIES

July, 1948 and July, 1949

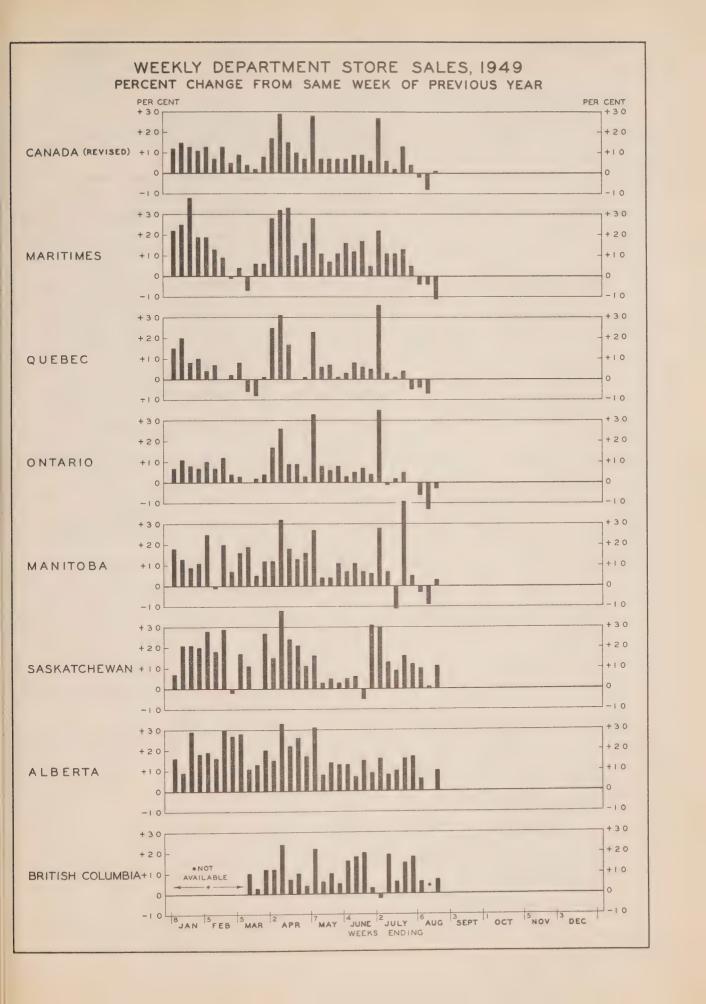
These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

MATERIA - MATERI	en vertreit de plan verdelle en referent alle verkenten de 200 janué traba et de 200 jan		SALE	S	INVENTOR IES.			
	Department	July 1948		% Change,	June 30 1948	June 30,	% Change, 1949/48	
. 10	- COMMINION - 2 - Million - 100 A 10	(\$000)	(\$000)		(\$000)	(\$000)		
	TOTAL, ALL DEPARTMENTS	48,123	49,895	÷ 3.7	158,184	180,759	+14.3	
1.	Women's dresses, coats and suits	4,775	5,022	* 5.2	12,194	16,194	*32.8	
2.	Girls' and infants'wear	1,274	1,386	+ 8.8	5,322	6,865	+29.0	
3.	Hosiery and gloves	1,292	1,218	5.7	4,552	4,631	+ 1.7	
40	Lingerie and corsets	1,796	2,043	*13 ₀ 8	5,512	6,763	+22.7	
5.	Millinery	278	2 92	5.0	576	702	+21.9	
	Women's and children's apparel - (Total,1-5) Men's and boys'clothing	9,415	9,961	÷ 5 _• 8	28,156	35,155	+24.9	
	and furnishings	4,792	4,776	= 0 ₀ 3	18,738	21,607	+15 _* 3	
8.	Drugs, toilet articles and preparations	1,288	1,334	÷ 3 _{.6} 6	4,245	4,203	= 1.0	
9.	Piece goods	3,627	3,808	+ 5 ₀ 0	14,755	17,999	+22.0	
10.	Smallwares	1,507	1,468	- 2.6	6,833	6,988	+ 2,3	
11.	Food and kindred products	4,758	4,130	-13.2	4,323	2,986	-30,9	
12.	Furniture (including mattresses and springs)	3,489	3,919	+12.3	10,579	12,204	+15.4	
	Home furnishings Household appliances and	4,126	4,129	+ 0.1	20,134	22.355	+11.0	
	electrical supplies Hardware and kitchen	1,923	2,620	+36 _e 2	5,730	7,579	+32 _e 3	
	utensils	2,695	2,773	# 2,9	8,567	9,529	+11.2	
	ments and supplies	638	615	→ 3 ₂ 6	3,684	4,078	*10.7	
17.	Shoes and other footwear Stationery, books and	2,908	2,940	+ 1.1	12,378	14,693	+18.7	
19.	All other departments,	6 53.	653	(a)	3,309	3,108	= 6.1	
*	Comparisons are based on i	6,303	6,769	+ 7 _e 4	16,753	18,275	+ 9.1	

Canada totals do not include Newfoundland figures.

(a) Less 0.1 per cent.







DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

DEPT. OF FOLLHORE EDGESSET

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DEPARTMENT STORE SALES AND INVENTORIES

August, 1949

By Provinces:

Canadian department stores reported sales totalling \$57,180,000 in August, 6% higher than sales of \$54,016,000 reported for the same month in 1948. Quebec recorded the largest gain (12%). Sales were up from 2% to 8% in the other provinces. The cumulative gain in sales for the first eight months of this year over last amounted to 9%.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in August, 1948 and 1949

Committee and the Committee of the Commi	Sa.	% Change	
Province	1948	1949	1949/1948
The community of the company of the	(\$000)	(\$100)	
CANADA	54,016	57,180	+ 5.9
Maritime Provinces	4,183	4 , 36%	4 4 3
Quebec	7,992	8,974	\$12.3
Ontario	20,063	20,966	+ 4.5
Manitoba	7,696	8,342	+ 8.4
Saskatchewan	2,421	2,571	+ 6.2
Alberta	3,643	3,785	4 3 9
British Columbia	8,018	8,179	4 2.0

By Selected Departments:

Large gains in sales of the household appliances and furniture departments in August represented the continuation of a trend which has been developing for some months. Appliance sales were up 35% in August and furniture, 22%. Most other departments showed sales greater than in August last year, but the maximum increase was of 10%. Food sales in department stores were down 17% and sales in radio departments were 4% lower.

The retail value of inventories was 1% higher at the beginning of August this year compared with the position on the same date a year ago. Stocks for the apparel departments were up by close to 20%, and those in piece goods, household appliances, and radios by about the same amount. Food department stocks declined one-third in value compared with last year. Inventories of drug and stationery departments were slightly lower.

DEPARTMENT STORE SALES AND INVENTORIES

August, 1948 and August, 1949

These figures are estimates of total department store sales and inventories.

Inventories are at selling value.

CHIELLES IN MICH. STORY OF THE								
		SALES		INVENTOR IES®				
Department	Augo	Augo	% Change		July 31, 1949	% Change, 1949/48		
	1948	1949	1949/48	1948	(\$000)	1343/40		
	(\$000)	(\$000)		(\$000)	(&c.c.c.)			
TOTAL, ALL DEPARTMENTS .	[4,016	57,180	+ 5.9	169,746	191,741	+ 13.0		
1 Wamania decadas conte						,		
1. Women's dresses, coats, and suits	6,118	6,286	+ 2.7	14,157	17,727	+ 25.2		
	2 000	0 305	+ 77 0	C 3CC	0.034	+ 26.2		
2. Girls' and infants wear	1,969	2,125	+ 7.9	6,366	8,034	. 20.5		
3. Hosiery and gloves	1,402	1,405	+ 0.2	5,022	4,929	= 1.9		
4. Lingerie and corsets	1,901	2,103	+10.6	6,447	7,351	+ 14.0		
5. Millinery	506	571	+12.8	663	786	÷ 18.6_		
6. Women's and children's	7 1/2	*	and a stage of the			E. 700 - Mario Mario Propins College Anna (1900 190 190 190 190 190 190 190 190 190		
apparel - (Total,1-5)	11,896	12,490	* 5.0	32,655	38,827	+ 18.9		
7. Men's and boys'clothing and furnishings	4,822	4,857	+ 0.7	20,057	23,498	+ 17.2		
8. Drugs, toilet articles	and the state of t				·.			
and preparations	1,235	1,356	+ 9,8	4,433	4,314	= 2.7		
9. Piece goods	4,345	4,385	+ 0.9	15,669	18,454	+ 17.8		
10. Smallwares	1,658	1,697	+ 2.4	7,008	7,264	+ 3.7		
11. Food and kindred product 12. Furniture (including	\$ 4,816	3,998	=17.0	4,812	3,206	≈ 33 ₀ 4		
mattresses and springs)	4,301	5,251	+22.1	10,852	12,502	+ 15,2		
13. Home furnishings	4,686	4,817	+ 2.8	21,647	23,471	+ 8.4		
14. Household appliances and electrical supplies	2,284	3,086	+35.1	6 200	7.050	1000		
15. Hardware and kitchen	L pCOT	0,000	10001	6,268	7,658	+ 22.2		
utensils	2,738	2,868	+ 4.7	9,048	9,171	+ 1.4		
16. Radios, musical instruments and supplies	857	821	- 4.2	3,534	4,276	+ 21,0		
17. Shoes and other footwear		3,527	1		15,870	+ 21.2		
18. Stationery, books, and					10,010	v.T.		
magazines	873	959	+ 9.9	3,556	3,528	- 0.8		
total	6,243	7,068	*13.2	17,110	19,702	+ 15.1		
Comparisons are based on	inventor	ies at t	distribution commission in order a desputation in	ing of Augu	THE RESERVE OF THE PARTY OF THE			

Comparisons are based on inventories at the beginning of August in the two years.

Canada totals do not include Newfoundland figures.



DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

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DEPARTMENT STORE SALES AND STOCKS

December, 1949

By Provinces:

Christmas buying in department stores reached a new high level in December last when sales totalled \$114,467,000. This amount represented a gain of 5% compared with the December 1948 totals of \$109,540,000. Full year's sales for 1949 amounted to \$856,441,000, a 7% increase over the corresponding total of \$803,092,000. The four western provinces, with sales increases of 10% or 11% in each case, recorded the largest gains in December. Quebec reported the only decrease (4%) from December, 1948.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in December, 1948 and 1949

	Sa	Sales			
Province	1948	1949	% Change, 1949/1948		
	(\$000)	(\$000)	%		
CANADA	109,540	114,467	+ 4.5		
Maritime Provinces Quebec Ontario Manitoba Saskatchewan Alberta	8,131 18,552 42,409 14,840 5,236 6,891	8,562 17,902 43,257 16,457 5,739 7,559	+ 5.3 - 3.5 + 2.0 +10.9 + 9.6 + 9.7		
British Columbia	13,481	14,991	+11.2		

By Selected Departments

Most departments reported moderately increased sales in December, 1949, compared with the same month in 1948. Lingerie and girls' and infants' wear, in the clothing group, had increases of 11% and 13% respectively. Household appliances and music departments reported gains of 11% and 12% respectively over December a year ago. Cumulative sales comparisons for 1948 and 1949, covering all departments, are given on page 3.

Stocks reported at December 1, 1949, showed an 11% increase over those reported on the same date last year, increases being largest in household durables.

repared in the Merchandising and Services Section.

DEPARTMENT STORE SALES AND STOCKS December 1948 and December, 1949

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

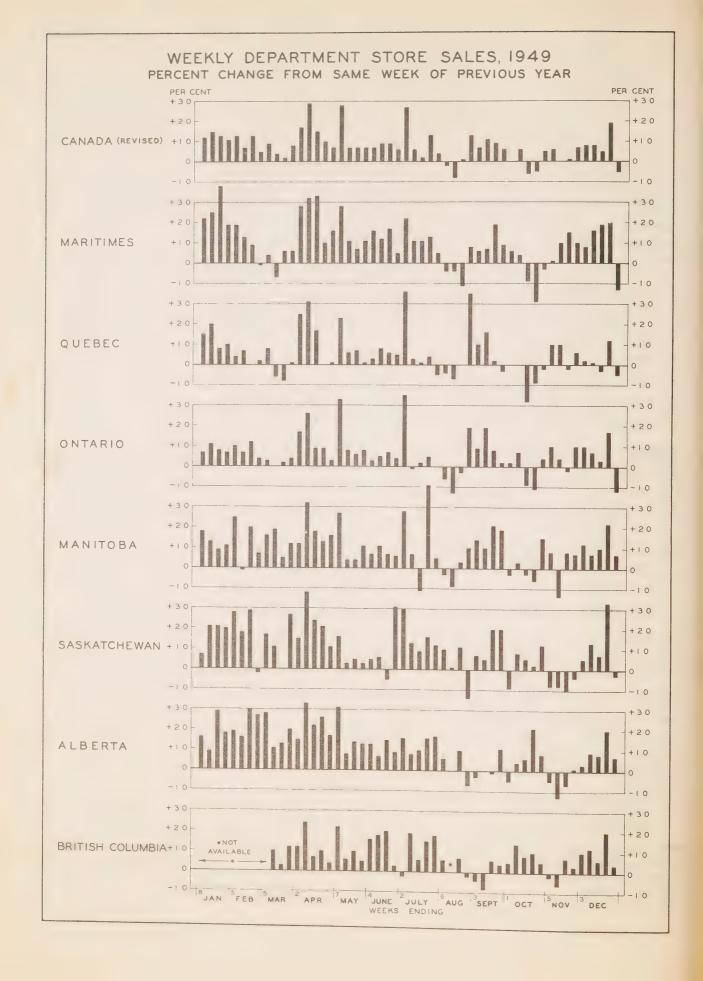
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Department	Dec. 1948	Dec. 1949	% Change, 1949/48	Nov.30, 1948	1949	% Change, 1949/48
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL ALL DEPARTMENTS	109,540	114,467	+ 4,5	180,955	201,049	+11.1
1. Women's dresses, coats, and suits	10,697	10,493	- 1.9	15,940	18,847	+18.2
2. Girls' and infants wear	3,825	4,331	+13.2	6,140	7,519	+22.5
3. Hosiery and gloves	5,113	5,151	+ 0.7	5,937	6,038	+ 1.7
4. Lingerie and corsets	4,396	4,896	+11.4	6,922	8,475	+22.4
5. Millinery	677	729	+ 7.7	818	845	+ 3.3
6. Women's and children's apparel - (Total, 1-5) 7. Men's and boys' clothing	24,708	25,600	+ 3,6	35,757	41,724	+16.7
and furnishings	14,053	14,848	+ 5.7	22,312	24,920	+11.7
E. Drugs, toilet articles, and preparations	3,725	3,752	+ 0.7	5,757	5,811	+ 0.9
9. Piece goods	5,455	5,593	+ 2.5	15,186	16,243	+ 7.0
10. Smallwares	4,183	4,220	+ 0.9	8,405	8,124	3.3
11. Food & kindred products 12. Furniture (including	7,939	6,536	=17.7	6,685	4,374	=34.6
mattresses and springs)	4,043	4,391	+ 8.6	9,895	11,794	+19.2
13. Home furnishings 14. Household appliances &	6,542	6,830	+ 4.4	20,165	22,198	+10.1
electrical supplies 15. Hardware and kitchen	3,469	3,833	+10.5	5,507	6,958	+26.3
utensils		3,612	+ 1.1	8,733	8,655	- 0.9
ments and supplies	2,247	2,518	+12.1	2,969	3,876	+30.5
17. Shoes and other footwear 18. Stationery, books, and	r 7,598	7,489	- 1.4	14,224	16,423	+15.5
magazines	3,583	3,715	+ 3.7	4,707	4,770	+ 1.3
total	18,422	21,530	+16.9	20,653	25,179	+21.9

^{*} Comparisons are based on stocks at the beginning of December in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY REGIONS AND BY DEPARTMENTS January-December, 1948 and 1949

	SAL	ES	% Change
Provinces	1948	1949	1949/1948
	(\$000)	(\$000)	%
Maritime Provinces	58,288 130,209 304,029	63,796 135,215 320,820	+ 9.4 + 3.8 + 5.5
Manitoba	115,392	126,122	+ 9.3
Saskatchewan	41,579	44,803	+ 7.8
Alberta	51,125	56,474	+10.5 + 6.6
British Columbia	102,470	109,211	
CANADA, ALL DEPARTMENTS	803,092	856,441	+ 6,6
1. Women's dresses, coats, and suits	95,200	103,290	+ 8 = 5
2. Girls! and infants wear.	30,595	35,710	+16.7
3. Hosiery and gloves	27,537	27,799	+ 1.0
4. Lingerie and corsets	30,277	33,941	+12,1
5. Millinery	8,020	8,916	+11.2
6. Women's and children's apparel (Total, 1-5)	191,629	209,656	+ 9,4
7. Men's and boys' clothing and furnishings	90,420	95,862	+ 6 ₀ 0
8. Drugs, toilet articles, and preparations	19,057	19,846	+ 4.1
9. Piece goods	57,536	60,509	+ 5,2
10. Smallwares	25,955	26,411	+ 1.8
11. Food and kindred products	65,186	56,861	-12.8
12. Furniture (including materials tresses and springs)	48,566	54,270	+11.7
	61,164	64,285	+ 5.1
13. Home furnishings	01 9104	01,000	, O 4
14. Household appliances and electrical supplies	3 1,135	37 , 43 9	+20.2
15. Hardware and kitchen utensils	36,155	37, 88 6	+ 4.8
16. Radios, musical instru- ments and supplies	12,711	13,542	+ 6.5
17. Shoes and other footwear.	54,004	57,636	+ 6.7
18. Stationery, books, and magazines	14,262	14,880	· 4.3
19. All other departments, total	95,312	107,358	+12 _• 6





DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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Covernment Publicatione

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DEPARTMENT STORE SALES AND STOCKS

MARCH 1950

By Provinces

Canadian department store sales were \$67,361,000 in March 1950, 2% lower than the March 1949 total of \$69,019,000. Sales for the first quarter of 1950 totalled \$167,371,000, virtually unchanged from the corresponding period in 1949 when they amounted to \$167,821,000. Comparatively minor changes in sales were reported from all regions, ranging from a 2% increase in Quebec to 5% and 6% decreases in Ontario and British Columbia respectively.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in March 1949 and 1950

Province	Sal	Sales			
Province	1949	1950	1950/1949		
<u>,</u>	(\$000)	(\$000)	%		
CÀNADA	69,019	67,361	- 2.4		
Maritime Provinces	5,122	5,076	- 0.9		
Quebec	10,873	11,091	+ 2.0		
Ontario	25,606	24,398	- 4.7		
Manitoba	9,791	9,821	+ 0.3		
Saskatchewan	3,814	3,780	- 0.9		
Alberta	4,945	4,814	- 2.6		
British Columbia	8,868	8,381	- 5.5		

By Selected Departments

Nine of the eighteen departments reported increased sales in March 1950 compared with the same month a year ago. However, only household appliance sales were up substantially (+16%). Most other changes ranged narrowly around the overall decrease of 2%. Exceptions included piece goods (-10%), hardware (-8%) and lingerie (-7%). Cumulative sales for the first quarter of 1950, by departments, are given on page 3.

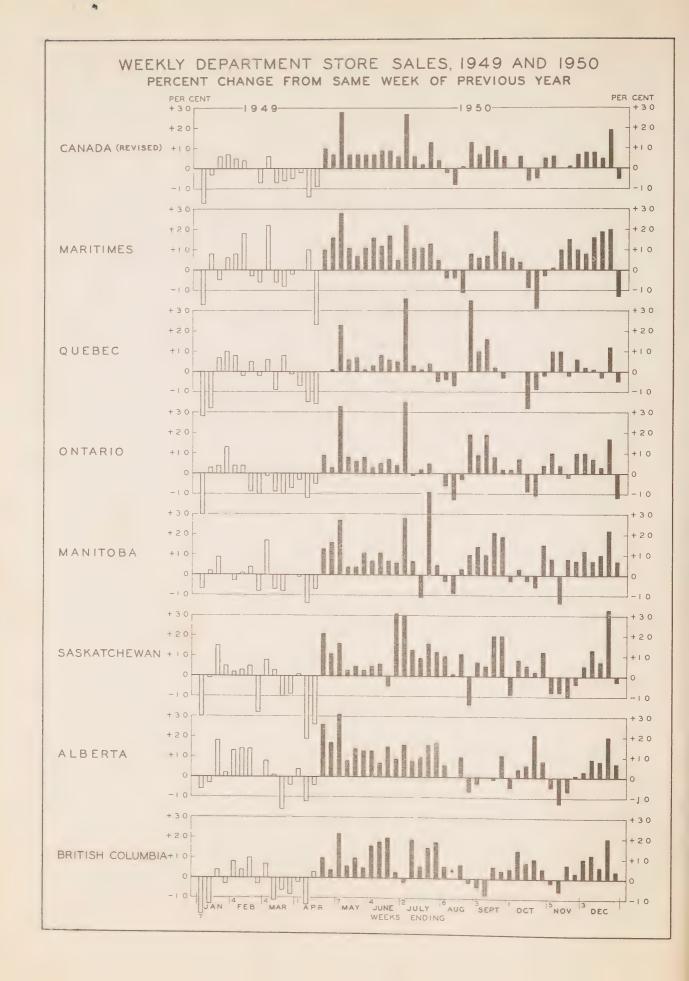
Retail stocks held at the beginning of March 1950 decreased 2% compared with those held on the same date in 1949. This is the first decrease reported over the past three years. Nine departments reported decreased stocks, with hardware, and hosiery and gloves being the largest (-15% and -19% respectively). Lingerie stocks increased 10%, the highest gain recorded.

Note: The March 1949 figures used have been revised since the release of the Department Store Sales and Stocks report of March, 1949.

Prepared in the Merchandising and Services Section.









DOMINION BUREAU OF STATISTICS FIANDISING FILE "D? & Industry and Merchandising Division

OTTAWA

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(=) Vol. XV - No. 1 16-4080 3

DEPARTMENT STORE SALES AND STOCKS

Year's subscription \$1.00 Single copies

By Provinces:

'Canadian department stores reported sales totalling \$49,763,000 in January 1950, a modest 1% gain compared with the January 1949 total of \$49,094,000. The Alberta gain of 7% represented the largest deviation from the overall result.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Dopertment Store Selee in Jernary, 1949 and 1950

Donardona	Sal	ès	% Change,	
Province	1949	1950	1950/1949	
	(\$000)	(\$000)	%	
CANADA	49,094	49,763	+1.4	
Maritime Provinces	3,011	3,005	-0.2	
uebec	7, 940	7,813	-1.6	
ntario	18,367	18,882	+2.8	
anitoba	7,464	7, 725	+3.5	
askatchewan	2,334	2,399	+2.8	
lberta	3,198	3,410	46.6	
British Columbia	6, 780	6,529	-3.7	

By Selected Departments

Nine of the eighteen departments reported increased sales in January 1950 compared with the same month of 1949. The majority of these changes, both increases and decreases, were small. The exceptions included lingerie (+10%) and millinery (-10%) in the clothing group, furniture (+8%) and household appliances (+17%) -- the latter two increases continuing the upward trend apparent throughout 1949.

Stocks were higher by \$19 million (or 13%) at the beginning of January 1950 compared with the same date in 1949. Stocks in the following departments were more :han 20% above the corresponding value a year earlier: women's and children's ipparel, household appliances, radio and music, and shoe. Drug and hardware stocks were slightly lower at the beginning of this year compared with those on hand at lanuary 1, 1949. Food stocks were lower by 29%.

The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-4080.

repared in the Merchandising and Services Section.

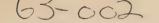
DEPARTMENT STORE SAIRS AND STOCKS January, 1949 and January, 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

					COLUMN THE PROPERTY OF THE PERSON NAMED IN COLUMN THE PERSON NAMED IN COLUM		
		SATES		STOCKS			
Department	Jan. 1949	Jan. 1950 (\$000)	% Change, 1950/49	Dec.31, 1948		Change, 949/48	
TOTAL, ALL DEPARTMENTS		49,763	† 1.04		156, 180	+13.2	
1. Women's dresses, coats, and suits	5, 739	5,592	- 2.6	11,903	13, 993	+17.6	
2. Girls' and infants' wear	1,248	1,522	+ 5.9	4,533	6,161	+35.9	
3. Hosiery and gloves	1,386	1,363	= 1.7	4,091	4,374	+ 6.9	
4. Lingerie and corsets	1,865	2,058	+10.3	5,207	6,753	+29.7	
5. Millinery	337	304	- 9.8	576	597	+ 3.6	
6. Women's and children's apparel = (Total, 1-5).	10,575	10,639	+ 0.6	26,310	31,878	+21.2	
7. Men's and boys' clothing and furnishings	4,770	4,849	+ 1.7	16,632	18,726	+12.6	
8. Drugs, toilet articles, and preparations	1,393	1,359	- 2.4	4,340	4,328	- 0.3	
9. Piece goods	4, 989	5,243	+ 5.1	14,0734	15, 652	+ 6.2	
10. Smallwares	1,780	1,829	+ 2.8	6,426	6,493	+ 1.0	
11. Food & kindred products.	4,392	Roll	- 5 of	5, 040	8:387	-28.8	
12. Furniture (including mattresses and springs)	3,796	4, 081	7 03	10, 259	113,560	+13.7	
13. Home furnishings	3,759	3,618	= 3.8	18, 131	20,428	+12.7	
14. Household appliances & sleetrical supplies	20173	2,538	+16.8	5,852	7, 283	+24.5	
15. Hardware and kitchen utensils	1,957	2,055	+ 5.0	8,569	8, 202	- 4.3	
16. Radios, musical instru- ments and supplies	1,002	977	- 2.5	2,467	3,280	+33.0	
17. Shoes and other footwear	2,554	2,686	* 4·0	110760	14,388	+22.3	
18. Stationery, books, and magazines	867	866	- 0.1	2,757	2, 966	+ 7.6	
total	5, 087	4, 942	- 2.9	13,629	17,409	+27.7	
			-		with an a new recommendation of		

T Comparisons are based on stocks at the baxinging of Jenuary in the two years. Canada totals do not include Newfoundland rigures.





MERCHANDISING FILE

DOMINION BUREAU OF STATISTICS Industry and Merchandising Division

UNIVERSITY OF TURNITO

DEPT. OF POLITICAL ECONOMY

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Vol. XV - No. 4

DEPARTMENT STORE SALES AND STOCKS **APRIL 1950**

By Provinces

Department store sales in Canada totalled \$67.434.000 during April 1950, 10% lower than the April 1949 total of \$75.037.000. Easter trade was apparently less active this year than in 1949, although Easter occured in April of the two years. The April reduction was the largest for any month this year. Cumulative sales for the first four months of 1950 showed a decline in sales volume of 3% compared with the same period of 1949.

All regions reported declines and they ranged from 7% in British Columbia to 25% in Saskatchewan.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in April 1949 and 1950

Province	Sa	Sales			
Frovince	1949	1950	1950/1949		
	(000)	(000)	%		
CANADA	75,037	67,434	-10.1		
Maritime Provinces	5,959	5,212	-12.5		
Quebec	12,181	11,268	- 7.5		
Ontario	27,608	25,085	- 9.1		
Manitoba	10,963	9,713	-11.4		
Saskatchewan	4.297	3,214	-25.2		
Alberta	4.872	4,380	-10.1		
British Columbia	9,157	8,562	- 6.5		

By Selected Departments

Sixteen of the seventeen departments showed lower sales volumes in April 1950 compared with the same month a year ago. Household appliances recorded the only gain (16%). Only five of the sixteen decreases were above 10%. Women's and children's apparel department sales were off 13%. Hardware departments reported the only other large decrease in sales volume (16%).

For the second successive month, retail stocks declined, those held at the beginning of April 1950 being 1% lower than the value of inventories held on the same date in 1949. Inventories, for purposes of this comparison, are based on selling prices, and price changes must be taken into account when evaluating changes in inventory levels. The majority of departments reported lower stocks, the largest decreases being in girls' and infants' wear (15%), hosiery and gloves (18%), and hardware and kitchen utensils (10%). Lingerie and corset stocks showed the only large increase (18%).

Changes in cumulative sales for the first four months corresponded fairly closely with the April 1950 results.

Year's subscription \$1.00 Single copies .15

DEPARTMENT STORE SALES AND STOCKS

April 1949 and April 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		~	SALES		STOCKS			
	Department	April 1949	April 1950	% Change, 1950/1949	Mar. 31 1949	Mar. 31 1950	% Change, 1950/1949	
		(\$000)	(\$000)	%	(\$000)	(\$000)	%	
	TOTAL, ALL DEPARTMENTS	75,037	67,434	-10.1	194,498	1.92,968	- 0.8	
1.	Women's dresses, coats, and suits	11,042	8,980	-18.7	19,144	17,929	- 6.3	
2.	Girls' and infants' wear	3,526	3,506	- 0.6	9,347	7,954	-14.9	
3.	Hosiery and gloves	2,499	2,337	∞ 6 . 5	6,087	5,023	-17.5	
4.	Lingerie and corsets	2,697	2,442	- 9.5	7,126	8,375	+17.5	
	Millinery	1,330	1,126	-15.3	1,253	1,351	+ 7.8	
	apparel (Total, 1-5)	21,094	18,391	-12.8	42,957	40,632	- 5.4	
	Men's and boys' clothing and furnishings	8,726	7,874	- 9.8	22,842	22,190	- 2.9	
8.	Drugs, toilet articles, and preparations	1,373	1,352	= 1.5	4,230	4,451	+ 5.2	
9.	Piece goods	4,689	3,970	≈15.3	18,365	17,498	- 4.7	
0.	Smallwares	1,940	1,840	∞ 5 . 2	7,390	6,755	- 8.6	
	Food and kindred products Furniture (including mat-	5,045	4,535	-10.1	3,874	4,562	+17.8	
2 9	tresses and springs)	4,205	3,823	- 9.1	12,892	12,808	- 0.7	
	Home furnishings Household appliances and	5,682	5,259	- 7.4	21,708	22,789	+ 5.0	
	electrical supplies Hardware and kitchen	2,822	3,272	+15.9	7,850	7,617	- 3.0	
	utensils	3,889	3,258	-16.2	10,193	9,173	-10.0	
Uo	and supplies	828	795	= 4.0	3,555	3,480	- 2.1	
	Shoes and other footwear Stationery, books, and	5,797	5,101	-12.0	16,415	17,448	+ 6.3	
	magazines	856	849	- 0.8	3,175	3,159	- 0.5	
	total	8,091	7,115	-12.1	19,052	20,406	+ 7.1	

Comparisons are based on stocks at the beginning of April in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-April 1949 and January-to-April 1950

	SALES					
Department	Janto-April	Janto-April	% Change, 1950/1949			
	(\$000)	(\$000)	%			
TOTAL, AIL DEPARTMENTS	242,858	234,805	s 3 ₀ 3			
1. Women's dresses, coats, and suits	31,558	28,823	= 8,7			
2. Girls' and infants' wear	9,526	9,768	+ 2,5			
3. Hosiery and gloves	7,296	7,064	= 3.2			
4. Lingerie and corsets	9,388	9,281	~ 0,9			
5. Millinery	2,920	2,724	= 6.7			
6. Women's and children's apparel = (Total, 1=5) 7. Men's and boys' clothing	60,668	57,660	= 5,0			
and furnishings	24,899	24,465	= 1.7			
preparations	5,562	5,644	+ 1.5			
9. Piece goods	19,820	18,857	= 6.4			
10. Smallwares	7,517	7,537	+ 0.3			
11. Food and kindred products 12. Furniture (including mat-	18,600	18,047	= 3 ₀ 0			
tresses and springs)	16,141	15,755	= 2.4			
13. Home furnishings	19,384	18,594	~ 4 ,1			
electrical supplies	10,187	11,601	+13.9			
utensils	11,409	10,673	= 6.5			
and supplies	3,900	3,664	= 6.1			
17. Shoes and other footwear 18. Stationery, books, and	15,589	15,061	= 3,4			
magazines	3,600	3,627	+ O.8			
total	25,582	23,920	= 6,5			



DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

Government Publications

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Vol. XV - No. 5

TOTAL C

DEPARTMENT STORE SALES AND STOCKS

MAY, 1950

By Provinces

Canadian department store sales of \$73,627,000 in May 1950 were 2% higher than the May 1949 total of \$72,083,000. Sales for the first five months of 1950 totalled \$308,432,000, a 2% decrease compared with the corresponding period of 1949 when the amount was \$314,941,000.

All regions, except Manitoba and Saskatchewan, reported increased sales in May 1950 compared with May 1949. The 5% decrease in Manitoba can be largely ascribed to flood conditions in the Red River Valley throughout most of May 1950.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in May 1949 and 1950

	Sal	Sales		
Province	TOUGHT OF THE PARTY OF THE PART	1950	1950/1949	
	(000)	(000)	%	
CANADA	72,083	73,627	* 2.1	
Maritime Provinces	5,906	6,201	÷ 5.0	
luebec	11,860	12,572	* 6.0	
Intario	27,409	28,560	4 4.2	
Manitoba	10,118	9,259	- 8.5	
Saskatchewan	3,573	3,387	- 5.2	
lberta	4,358	4,515	* 3.6	
British Columbia	8,859	9,133	+ 3.1	

By Selected Departments

The majority of departments showed higher sales volumes in May 1950 compared with the same month a year ago. The 30% increase in household

appliance sales and the 11% gain in girls' and infant wear sales were the largest, with most other increases being of moderate proportions.

The apparel group held close to last year's sales volumes, with men's clothing up 1%, and women's clothing up fractionally notwithstanding a 6% decrease in women's dresses, coats and suits. Shoe sales increased 8%. Price good sales decreased 9%, this being the only other decline of any size.

The change in value of retail stocks held at the beginning of May 1950 was very modest, increasing 2% compared with same date in 1949. The 21% increase in millinery inventories was the largest. Lingerie stocks were up 16%. Food stocks increased 15%. Eight departments reported decreased holdings of stocks, the largest being 8% declines in both household appliance and radio and musical instruments.

Changes in cumulative sales for the first five months of 1950 are shown on page 4. The May comparisons for most departments differed little from those shown by cumulative results. The following were departments whose May results differed considerably from January=to-May comparisons, cumulative results being given in brackets: Hosiery and gloves #11% (=0.4%); millinery #4% (=1%); food #4% (=2%); home furnishings 4% (=3%); hardware #2% (=4%); shoes #8% (=1%).

Year subscription \$1.00 Single copies .15

DEPARTMENT STORE SALES AND STOCKS

MAY 1949 AND MAY 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			SALES	1		STOCKS *	
	Department	May 1949	May 1950	% Change, 1950/1949	April 30 1949	April 30 1950	% Change 1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
	TOTAL, ALL DEPARTMENTS	72,083	73,627	* 2,1	191,228	194,640	* 1.8
1,	Women's dresses, coats, and suits	9,336	8,769	∞ 5₀1	18,182	17,630	» 3 ₅ C
2,	Girls' and infants' wear	2,713	3,003	*10.7	7,414	7,872	* 6,2
3 ,	Hosiery and gloves	2,176	2,373	* 9,1	5,530	5,310	- 4.0
4.	Lingerie and corsets	2,914	3,038	* 4.3	7,182	8,316	* 15.8
5 °	Millinery ,,,	774	807	4 4.3	910	1,105	*21.4
) »,	apparel (Total, 1-5)	17,913	17,990	* 0.4	39,218	40,233	* 26
7 .,	Men's and boys' clothing and furnishings	7,559	7,648	* 1.2	22,552	22,923	* 1.6
8 ,	Drugs, toilet articles, and preparations	1,436	1,507	* 4.9	4,318	4,575	* 6.0
9.	Piece goods	5,051	4,615	≈ 8∘6	18,784	17,816	∞ 5,2
O .	Smallwares	1,906	2,008	* 5,4	7,485	6,911	7.7
1.	Food and kindred products Furniture (including mat-	4,658	4,821	≉ 3,,5	3,322	3,809	*14 ,7
S 9	tresses and springs)	5,134	5,176	* 0.8	12,783	12,727	- 0.4
3.	Home furnishings	6,051	6,272	* 3.7	22,145	23,111	* 4.4
5,	electrical supplies of the Hardware and kitchen	3,018	3,912	* 29.6	8,044	7,392	= 8.1
	utensils	4,372	4,441	* 1.6	10,357	9,528	= 8,0
5 ,	Radios, musical instruments, and supplies	830	794	~ 4,3	3,874	3,742	3.4
7 .	Shoes and other footwear	5,320	5,739	* 7°9	15,921	17,146	* 7.7
3 3	Stationery, books, and magazines	760	810	≉ 6.6	3,272	3,276	+ 0 e l
9 ₂	All other departments, total	8,075	7,894	= 2 _° 2	19,153	21,451	*12 ,0

Comparisons are based on stocks at the beginning of May in the two years. Canada totals do not include Newfoundland figures.

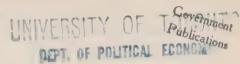
DEPARTMENT STORE SALES SY SELECTED DEPARTMENTS

January-to-May 1949 and January-to May 1950

-		SALES					
	Department	Janto-May 1949	Janto-May	% Change, 1950/1949			
		(\$000)	(\$000)	%			
	TOTAL, ALL DEPARTMENTS	314,941	308 ₈ 432	= 2 1			
Ä	Women's dresses, coats, and suits	40,894	37,592	= 8 .1			
\$	Giris' and infants' wear	12,239	12,771	* 4 3			
1	Hosiery and gloves	9,472	9.437	= 0 4			
÷	Lingerie and corsets	12,282	12,319	403			
5	Millinery possess schools	3,694	X SAI	~ <u>\$</u> . <u>\$</u>			
(-	Women's and children's apparel = (Total, 1=5)	78,581	75,5h0	= 3 7			
**1	Men's and boys' clothing and furnishings	32 ,458	52,118				
ń	Drugs, toilet articles and preparations	6,998	7,151	# 2 3			
9.	Piece goods	24,871	19 18 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1	= 6.8			
7	2 011w0596	9,423	0,546	# 1 3			
· · · · · · · · · · · · · · · · · · ·	Food and kindred products Furniture (including mat=	35 , Th9	22,360	~ 1 7			
	tresses and springs)	31 527 a	20,053	= 1.6			
`	Home furnishings	246,300	24,800	- 2.2			
, ,	electrical supplies Hardware and kitchen	. 13,300	15,513	#17.5			
16	utensils	18,761	15,114	- 4.2			
	and supplies	4,730	4,458	= 5.8			
7	Shoes and other footwear Stationery, books, and	20,309	20,800	= 0,5			
19	Magazines	«,360	4,437	# 1-8			
	total case.	32,687	31,814	= 5 5			



DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA



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DEPARTMENT STORE SALES AND STOCKS JUNE, 1950

By Provinces

Department store sales in Canada during June 1950 totalled \$69,295,000, 3% higher than the June 1949 total of \$67,279,000. British Columbia reported the largest gain (8%) while Alberta and Manitoba sales were both up 5%. Saskatchewan sales were down 5%, the largest of two declines recorded. Cumulative sales for the first half of 1950 were 1% lower than in the same period of 1949. Cumulative results, by regions, are shown in the table immediately following this commentary, and these results, by departments, are shown on page 4.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in June 1949 and 1950

	Sa	les	% Change,	
Province	1949	1950	1950/1949	
	(000)	(000)	%	
CANADA	67,279	69,295	+3.0	
Maritime Provinces	5,346	5,154	-3.6	
Quebec	11,101	11,357	+2.3	
Ontario	25,466	26,204	+2.9	
Manitoba	9,593	10,054	+4.8	
Saskatchewan	3,357	3,202	-4.6	
Alberta	4,206	4,424	+5.2	
British Columbia	8,210	8,900	+8.4	

By Selected Departments

Fourteen of the eighteen departments showed higher sales in June 1950 compared with the same month a year ago. Household appliance

sales were up 19%. Food departments reported the only other substantial gain, with sales up 11%. The apparel group showed increased sales volume, with shoe sales reporting the largest gain (8%). The 7% decrease in radio and music department sales was the largest of the few declines recorded.

Retail stocks were virtually unchanged at the beginning of June 1950 compared with those held on the same date in 1949. Eight departments reported increased stocks, the two largest being a 13% increase in lingerie and an 11% increase in food. The 12% decline in household appliance stocks was the only large decrease.

Department Store Sales - January-to-June 1949-1950

	S	ales	% Change 1950/1949
Province	1949	1950	
	(000)	(000)	%
Canada	382,220	377,727	-1.2
Maritime Provinces	28,353	27,688	-2.3
Quebec	61,530	62,145	+1.0
Ontario	144,381	142,408	-1.4
Manitoba	55,288	53,955	-2.4
Saskatchewan	19,594	18,178	-7.2
Alberta	24,768	25,058	+1.2
British Columbia	48,306	48,295	(a)

⁽a) Change of less than 0.5 per cent

DEPARTMENT STORE SALES AND STOCKS

June 1949 and June 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

					·		
			SALE		STOCKS *		
	Department	June 1949	June 1950	% Change, 1950/1949	May 31 1949	May 31 1950	% Change, 1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
	TOTAL, ALL DEPARTMENTS	67,279	69,295	+3.0	189,126	189,030	-0.1
1.	Women's dresses, coats, and suits	8,288	7,878	-4.9	17,900	16,843	~ 5,9
2.	Girls' and infants' wear	2,326	2,476	+6.4	6,897	7,214	+4.6
3.	Hosiery and gloves	1,851	1,972	÷6.5	4,986	4,688	-6.0
4.	Lingerie and corsets	2,953	3,015	+2.1	7,215	8,173	+13.3
5. 6.	Millinery	598	613	+2.5	911	996	+9.3
	apparel (Total, 1-5)	16,016	15,954	-0.4	37,909	37,914	(a)
7. 8.	and furnishings	7,582	7,923	+4.5	23,036	22,889	-0.6
0.	and preparations	1,489	1,554	+4.4	4,310	4,660	+8.1
9.	Piece goods	4,616	4,345	-5.9	18,642	17,494	-6.2
10.	Smallwares	1,791	1,837	+2.6	7,349	6,848	-6.8
11.	Food and kindred products Furniture (including mat-	4,304	4,787	+11.2	3,608	3,996	+10.8
	tresses and springs)	4,643	4,714	+1.5	12,364	11,827	-4.3
13. 14.	Home furnishings Household appliances and	5,197	5,413	+4.2	22,124	22,873	+3.4
	electrical supplies Hardware and kitchen	2,980	3,540	+18.8	8,033	7,076	-11.9
16.	utensils	3,702	3,943	+6.5	9,892	9,156	-7.4
10.	and supplies	736	684	-7.1	4,077	3,835	-5.9
17. 18.	Shoes and other footwear Stationery, books, and	5,005	5,396	+7.8	15,629	16,273	+4.1
19.	magazines	752	763	+1.5	3,171	3,297	+4.0
	total	8,466	8,442	-0.3	18,982	20,892	+10.1

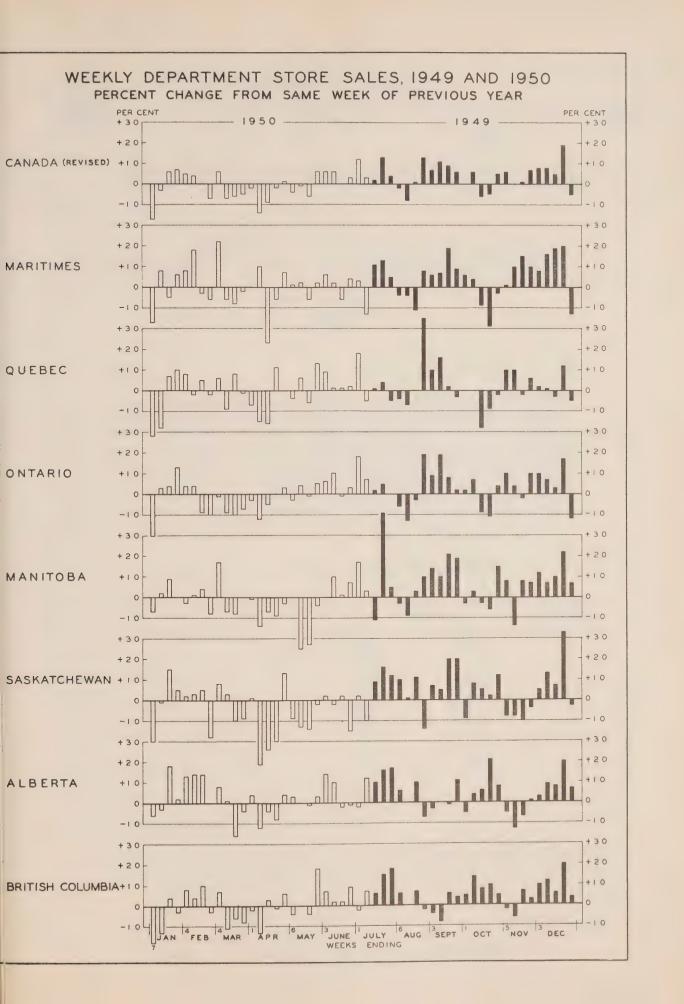
^{*} Comparisons are based on stocks at the beginning of June in the two years. Canada totals do not include Newfoundland figures.

⁽a) Change of less than 0.5 per cent.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-June 1949 and January-to-June 1950

		SALES				
	Department	Janto-June	Jan to-June	% Change,		
	_	1949	1950 (\$000)	1950/1949		
		(\$000)	(\$000)	/0		
	TOTAL, ALL DEPARTMENTS	382,220	377,727	-1.2		
1.	Women's dresses, coats, and suits	49,182	45,470	~7. 5		
2.	Girls' and infants' wear	14,565	15,247	+4.7		
3.	Hosiery and gloves	11,323	11,409	*0.8		
4.	Lingerie and corsets	15,235	15,334	+0.6		
5.	Millinery	4,292	4,144	-3 ₀4		
6.	Women's and children's					
	apparel - (Total, 1-5)	94,597	91,604	-3.2		
	Men's and boys' clothing and furnishings	40,040	40,036	(a)		
8.	Drugs, toilet articles and preparations	8,487	8,705	+2.6		
9.	Piece goods	29,487	27,517	-6.7		
10.	Smallwares	11,214	11,382	+1.5		
11.	Food and kindred products Furniture (including mat-	27,562	27,655	+0.3		
	tresses and springs)	25,918	25,645	-1.1		
	Home furnishings Household appliances and	30,632	30,279	-1.2		
	electrical supplies Hardware and kitchen	16,185	19,053	+17.7		
16.	utensils	19,483	19,057	-2.2		
	and supplies	5,466	5,142	-5.9		
17. 18.	Shoes and other footwear Stationery, books, and	25,914	26,196	+1.1		
19.	magazines	5,112	5,200	+1.7		
	total	42,123	40,256	-4.4		

⁽a) Change of less than 0.5 per cent





Government Publications



DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

UNIVERSITY OF TORONTO

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Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XV - No. 7

DEPARTMENT STORE SALES AND STOCKS

JULY, 1950

By Provinces

Canadian department stores reported sales of \$55,263,000 in July 1950, an 11% gain compared with the July 1949 total of \$49,885,000-the largest for any month of this year. The July increase overcame
the reduction in cumulative volume which was indicated in sales for the
first half of the year. Ontario, British Columbia and Manitoba recorded
gains of 14%, 13% and 12% respectively. Saskatchewan's 4% decrease was
the only decline in sales volume in July 1950 compared with the same
month a year ago. Sales of \$432,990,000 in the first seven months of
this year show a very slight increase over 1949 sales for the similar
period.

Department Store Sales in July 1949 and 1950

	S	Sales	
Province	1949	1950	1950/1949
	(000)	(000)	%
Maritime Provinces	3,743	3,792	+ 1.3
Quebec	7,102	7,855	+10.6
Ontario	17,206	19,615	+14.0
Manitoba	8,015	9,009	+12.4
Saskatchewan	2,490	2,390	- 4.0
Alberta	3,569	3,825	+ 7.2
British Columbia	7,760	8,776	+13.1
CANADA	49,885	55,263	+10.8

By Selected Departments

All departments showed higher sales in July 1950 compared with July 1949. The 47% increase in sales of household appliances and electrical

supplies was by far the outstanding gain. Radio and music sales were up 16%. All departments in the apparel category registered increased sales volumes, with hosiery and glove and girls' and infants' wear departments reporting the largest gains, 14% in each case. The women's apparel total showed the first sales increase in some months with sales up 9%.

Retail stocks held at the beginning of July 1950 were 1% lower than those held on the same date in 1949. Stocks remained at relatively the same level of value as a year ago, a 32% increase in food stocks being the only gain of any magnitude.

Department Store Sales - January-to-July 1949-1950

	s	% Change 1950/1949	
Province	1949	1950	
	(000)	(000)	%
Maritime Provinces	32,093	31,482	-1.9
Quebec	68,631	70,003	+2.0
Ontario	161,595	161,987	(a)
Manitoba	63,297	62,973	-0.5
Saskatchewan	22,085	20,561	-6.9
Alberta	28,338	28,891	+2.0
British Columbia	56,066	57,093	+1.8
CANADA	432,105	432,990	(a)

⁽a) Change of less than 0.5 per cent

DEPARTMENT STORE SALES AND STOCKS

July 1949 and July 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

SALES						STOCKS	*
	Department	July		% Change,	June 30		% Change.
		1949		1950/1949	1949	1950	1950/1949
			(\$000)		(\$000)	(\$000)	%
1.	Women's dresses, coats,						
	and suits	5,020	5,477	+ 9.1	16,206	14,606	→ 9 € 9
				25		,	
2.	Girls' and infants' wear	1,386	1,575	+13.6	6,871	6,904	+ 0.5
3	Hosiery and gloves	1,217	1,391	+14.3	4,633	4,420	- 4.6
0 8	mostery and groves ofference	1921	19001	11.00	4,000	TOTAU	7.0
4.	Lingerie and corsets	2,043	2,271	+11.2	6,768	7,319	+ 8.1
	Millinery	292	311	* 6.5	702	752	+ 7.1
6.	Women's and children's						
	apparel (Sub-total)	9,958	11,025	+107	35,180	34,001	≈ 3.4
10	Men's and boys' clothing and furnishings	4,775	5,285	+10.7	21,624	21,139	= 2.2
8.	Drugs, toilet articles,	2,110	0,200	41001	ZI 9UZZ	219100	202
	and preparations	1,334	1,408	+ 5.5	4,206	4,502	+ 7.0
9.	Piece goods	3,807	3,943	- * 3.6	18,010	16,491	- 8.4
10.	Smallwares	1,468	1,528	+ 4.1	6,992	6,530	≈ 6.6
11	Food and kindred products	4,130	4,456	+ 7.9	2,988	3,944	+32.0
	Furniture (including mat-	4,100	4,400	+ 100	2,300	0 9 0 2 3	702.00
100	tresses and springs)	3,917	4,396	+12.2	12,214	11,622	= 4.8
13.	Home furnishings	4,129	4,690	+13.6	22,372	22,076	- 1.3
14.	Household appliances and						
	electrical supplies	2,619	3,845	+46.8	7,584	6,741	-11.1
15.	Hardware and kitchen	2,773	3,024	+ 9.1	9,537	8,940	- 6.3
16.	utensils	69110	0 p024	7 3.1	3,001	0,030	20.0
	and supplies	615	715	+16.3	4,084	3,711	- 9.1
	and capping to the control of the co						
17.	Shoes and other footwear	2,939	3,153	+ 7.3	14,702	14,873	+ 1.2
18.	Stationery, books, and				,		
	magazines	652	681	* 4.4	3,112	3,264	+ 4.9
19.	All other departments,	6,769	7,114	+ 5.1	18,289	20,446	+11.8
	to tal	0,709	19114	4 001	10,203	20,110	1100
	TOTAL, ALL DEPARTMENTS	49,885	55,263	*10.8	180,894	178,280	= 1.4
-	and a second or me service and a second of the second of the second or me service and a second or me second o						4

Comparisons are based on stocks at the beginning of July in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-July 1949 and January-to-July 1950

		SALES				
	Department	Jan :- to-July	Jan. to July	% Change,		
		(\$000)	1950 (\$000)	1950/1949		
		(4000)	(4000)			
1.	Women's dresses, coats, and suits	54,202	50,947	= 6 ₀ 0		
2.	Girls' and infants' wear	15,951	16,822	+ 5.5		
3.	Hosiery and gloves	12,540	12,800	+ 2.1		
4.0	Lingerie and corsets	17,278	17,605	+ 1.9		
5.	Millinery	4,584	4,455	- 2.8		
6.	Women's and children's apparel - (Sub-total)	104,555	102,629	- 1.8		
7.	Men's and boys' clothing and furnishings	44,815	45,321	+ 1.1		
8.	Drugs, toilet articles and preparations	9,821	10,113	+ 3.0		
9.	Piece goods	33,294	31,460	= 5.5		
10.	Smallwares	12,682	12,910	+ 1.8		
11.	Food and kindred products Furniture (including mate	31,692	32,111	+ 1.3		
200	tresses and springs)	29,835	30,041	+ 0.7		
	Home furnishings	34,761	34,969	+ 0.6		
	electrical supplies Hardware and kitchen	18,804	22,898	+21.8		
	utensils	22,256	22,081	9.00		
	and supplies	6,081	5,857	- 3.7		
17. 18.	Shoes and other footwear Stationery, books, and	28,853	29,349	+ 1.7		
19.	magazines	5,764	5,881	+ 2.0		
	total	48,892	47,370	- 3.1		
	TOTAL, ALL DEPARTMENTS	432,105	432,990	+ 0.2		





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DEPARTMENT STORE SALES AND STOCKS

AUGUST, 1950

INIVERSITY I I

By Provinces

Canadian department store sales of \$60,825,000 in August 1950 were 6% higher than the August 1949 total of \$57,176,000. All regions, with the exception of the Maritime Provinces, reported increased sales. Manitoba and Alberta recorded the largest gains, with increases of 13% and 11% respectively. The Maritime Provinces' results showed a decline in sales volume of 4% in August 1950 compared with August 1949. Cumulative results for the first eight months of 1950 were 1% higher than the same period in 1949. Cumulative results, by regions, are shown in the table immediately following this commentary, and these results, by departments, are shown on page 4.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in August 1949 and 1950

Province	Sales		% Change,_
	1949	1950	1950/1949
	(000)	(000)	
Maritime Provinces	4,359	4,167	- 4.4
Quebec	8,974	9,495	+ 5.8
Ontario	20,966	22,350	+ 6.6
Manitoba	8,342	9,402	+12.7
Saskatchewan	2,571	2,650	+ 3.1
Alberta	3,785	4,190	+10.7
British Columbia	8,179	8,571	+ 4.8
CANADA	57,176	60,825	+ 6.4

By Selected Departments

The majority of departments showed higher sales volumes in August 1950 compared with the same month a year ago. Household appliance and electrical supply sales were up 29%, continuing the series of marked gains begun in March 1950. Food department sales were up 11%. Radio and home furnishing departments registered increases in sales volumes of 10% and 9% respectively. All departments in the apparel category reported sales increases, with hosiery and glove departments recording the largest gain (11%). The two declines in sales reported were of modest proportions.

Stocks held at the beginning of August 1950 were lower by \$11 million (or 6%) compared with the same date in 1949. This was the largest decline in retail stocks recorded so far this year. The majority of departments showed decreased inventory holdings. The 14% decrease in both women's dresses, coats and suits, and household appliance department stocks, were the two largest. The 20% increase in food stocks was the only gain of any magnitude.

Department Store Sales - January-to-August 1949-1950

Province	Dales		% Change,
	1949	1950	1950/1949
	(000)	(000)	
Baritime Provinces	36,453	35,686	- 2.1
luebec	77,601	79,580	+ 2.6
ntario	182,564	184,515	+ 1.1
anitoba	71,637	72,443	+ 1.1
askatchewan	24,655	23, 233	- 5.8
lberta	32, 127	33,113	+ 3.1
ritish Columbia	64,244	65,245	+ 1.6
CANADA	489,281	493,815	+ 0.9

August 1949 and August 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			SALE	5	STOCKS *		
	Department		August	% Change,		July 31	% Change,
				1950/1949			1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
1.	Women's dresses, coats,						
	and suits	6,286	6,482	+ 3.1	17,720	15,181	-14.3
_					0.074	0 999	. 7 0
20	Girls' and infants' wear	2,125	2,297	+ 8.1	8,034	8,111	+ 1.0
3.	Hosiery and gloves	1,405	1,552	+10.5	4,925	4,509	- 8.4
4.	Lingerie and corsets	2,102	2,199	+ 4.6	7,351	7,328	(a)
5.	Millinery	571	615	+ 7.7	786	808	+ 2.8
Je	mitticil occosos o occosos o	0/1	(700		. 500
6 。	Women's and children's						
	apparel - (Sub-total)	12,489	13,145	+ 5.3	38,816	35, 937	- 7.4
7 .	Men's and boys' clothing and furnishings	4,856	5, 250	+ 8.1	23.493	21,621	e. 8.0
8.	Drugs, toilet articles,	4,000	0,200	. 0 . 1	209 7.30	27,027	0.0
	and preparations	1,356	1,351	(a)	4,314	4,479	+ 3.8
					70 440	7 - 7 - 7	30.7
9.	Piece goods	4,385	4,444	+ 1.3	18,449	16,174	-12.3
0.	Smallwares	1,697	1,659	- 2.2	7, 264	6,547	- 9.9
	Food and kindred products	3,998	4,445	+11.2	3,206	3,842	+19.8
2.	Furniture (including mat- tresses and springs)	5,251	5,349	+ 1.9	12,496	10,969	-12.2
	cresses and springs,	0,207	O O T J	, 702	120,120	10,000	20.00 (100
3.	Home furnishings	4,817	5,227	+ 8.5	23,471	22,652	- 3.5
4.	Household appliances and		E 00E	100 31	7 455	A EME	7.4.7
5	electrical supplies Hardware and kitchen	3,086	3, 983	+29.1	7,655	6,575	-14.1
U o	utensils	2,867	3,022	+ 5.4	9,171	8,542	- 6.9
6.	Radios, musical instruments						
	and supplies	821	901	+ 9.7	4,276	4,050	- 5.3
ליו	Shoes and other footwear	3,526	3,613	+ 2.5	15,864	15,044	- 5.2
	Stationery, books, and	0,000	0,010	, 200	20,001	20,022	
	magazines	959	930	~ 3.0	3,522	3,485	- 1.1
9.	All other departments,	77 000	E 500	1.60	10 000	20,774	+ 5.5
	total	7,068	7,506	+ 6.2	19,699	20,774	T 0.0
	TOTAL, ALL DEPARTMENTS	57,176	60,825	+ 6.4	191,696	180,691	~ 5.7

Comparisons are based on stocks at the <u>beginning</u> of August in the two years. Canada totals do <u>not</u> include Newfoundland figures.

⁽¹⁾ Change of less than 0.5 per cent.

DEPARTMENT STOPE SALES BY SELECTED DEPARTMENTS January-to-August 1949 and January-to-August 1950

			SALES	
	Department	Janto-Aug.	Janto-Aug.	% Change,
		1949	1950	1950/1949
		(\$000)	(\$000)	%
1.	Women's dresses, coats, and suits	60,488	57,429	- 5.1
2.	Girls' and infants' wear	18,076	19,119	+ 5.8
3.	Hosiery and gloves	13,945	14,352	+ 2.9
4.	Lingerie and corsets	19,380	19,804	+ 2.2
5.	Millinery	5,155	5,070	- 1.6
6.	Women's and children's apparel - (Sub-total)	117,044	115,774	- 1.1
7.	Men's and boys' clothing and furnishings	49,671	50,571	+ 1.8
8.	Drugs, toilet articles and preparations	11,177	11,464	+ 2.6
9.	Piece goods	37,679	35, 904	- 4.7
10.	Smallwares	14,379	14,569	+ 1.3
11.	Food and kindred products Furniture (including mat-	35,690	36,556	+ 2.4
	tresses and springs)	35,086	35,390	+ 0.9
13. 14.	Home furnishings	39,578	40,196	+ 1.6
15.	electrical supplies Hardware and kitchen	21,890	26,881	+22.8
16.	utensils	25,123	25,103	- 0.1
	and supplies	6,902	6, 758	- 2.1
17.	Shoes and other footwear Stationery, books, and	32,379	32,962	+ 1.8
19.	magazines	6,723	6,811	+ 1.3
	total	55,960	54,876	- 1.9
	TOTAL, ALL DEPARTMENTS	489,281	493,815	+ 0.9





DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

SEPTEMBER, 1950

By Provinces

Canadian department stores reported sales totalling \$78,312,000 in September 1950, 3% higher than sales of \$76,312,000 reported for the same month in 1949. Sales were up % in Quebec and British Columbia, these being the largest gains reported. All other provinces, except Saskatchewan, reported increases which deviated little from the national average. Sales were down 22% in Saskatchewan. Cumulative sales in the first nine months of 1950 were 1% higher than in the same period of 1949. Cumulative results by regions are shown in the table immediately following this commentary, and by departments on page 4.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in September 1949 and 1950

	Sal	% Change,	
Province	1949	1950	1950/1949
	(000)	(000)	
Maritime Provinces	5,598	5,648	+ 0.9
Quebec	12,197	13,294	+ 9.0
Ontario	27,916	29,117	+ 4.3
Manitoba	11,372	11,259	- 1.0
Saskatchewan	4,772	3,703	-22.4
Alberta	5,065	5,263	+ 3.9
British Columbia	9,226	10,028	+ 8.7
CANADA	76,146	78,312	+ 2.8

By Selected Departments

Most changes in sales volumes in August 1950 compared with August 1949 differed little from the overall increase of 3% for all departments. Exceptions were the 24% increase in household appliance and electric supply sales and the 17% increase in radio and music department sales. Furniture sales were up 5%. All declines in sales volumes were of modest proportions.

The value of stocks held at the beginning of September 1950 was 7% lower than inventories on the same date in 1949. This was the second successive month in which the selling value of stock holdings showed a substantial decrease compared with last year. Twelve of the nineteen departments reported decreased inventory holdings. Furniture, household appliance, and women's dresses, coats and suits departments all showed declines in stocks amounting to 15% or more. Men's and boys' clothing inventories decreased 11%. Only two departments reported increases in stocks of any magnitude. Food stocks were up 33% and millinery 18%.

Department Store Sales - January-to-September 1949-1950

Province	S	Sales		
	1949	1950	1950/1949	
	(000)	(000)		
Maritime Provinces	42,052	41,276	- 1.8	
Quebec	89,799	92,782	+ 3,3	
Ontario	210,479	213,490	+ 1.4	
Manitoba	83,005	83,912	+ 1.1	
Saskatchewan	29,423	26,928	≈ 8 ₆ 5	
Alberta	37,196	38,416	+ 3,3	
British Columbia	73,473	75,323	+ 2,5	
CANADA	565,427	572,127	+ 1.2	

September 1949 and September 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

	<u> </u>		SALES		S	STOCKS *		
	Department	Sept .:		% Change,			% Change,	
		1949		1950/1949	1949	1950	1950/1949	
		(\$000)	(\$000)	%	(\$000)	(\$000)	%	
1	Waman & a day and a					i		
1.0	Women's dresses, coats, and suits	9,674	9,360	- 3.2	22,979	19,334	-15.9	
	and sules	3)074	3,000	- 0.2	26,313	13,004		
2.	Girls' and infants' wear	4,562	4,572	+ 2.2	9,805	9,526	- 2.8	
		-,00%	2,0.2			0,000		
3.	Hosiery and gloves	2,458	2,534	+ 3.1	5,559	5,248	- 5.6	
4.	Lingerie and corsets	2,891	2,952	+ 2.1	8,340	8,074	- 3.2	
-	201221	3 300	3 000		3 000	1 700	.30.0	
5.	Millinery	1,199	1,220	+ 1.8	1,007	1,188	+18.0	
6	Women's and children's							
0.	apparel - (Sub-total)	20,784	20, 638	- 0.7	47,690	43,370	- 9.1	
7.	Men's and boys' clothing	20,.01	20,000	,				
	and furnishings	8,965	9,216	+ 2.8	26,881	23,968	-10.8	
8.	Drugs, toilet articles,						·	
	and preparations	1,434	1,468	+ 2.4	4,284	4,490	+ 4.8	
						20.070	22.6	
9.	Piece goods	5,707	5,653	- 0.9	18,754	16,636	-11.3	
10	Cwellwere	0 7 6 7	2,143	- 0.8	7,849	7,146	= 9.0	
10.	Smallwares	2,161	2, 140	- 0.0	71043	/,140	3.0	
11.	Food and kindred products	4,334	4,368	+ 0.8	3,346	4,459	+33.3	
	Furniture (including mat-	1,001	2,000					
	tresses and springs)	4,740	4,971	+ 4.9	12,297	10,250	-16.6	
	Home furnishings	5,400	5,796	+ 7.3	23,701	22,186	- 6.4	
14.	Household appliances and			107.4	0.040	5 017	-15.0	
	electrical supplies	3,858	4,767	+23.6	6,842	5,813	-15.0	
15.	Hardware and kitchen	2,950	3,015	+ 2.2	8,586	8,251	- 3.9	
16	utensils	2, 550	O, OIO	, 200	0,000	0,251	0.5	
200	and supplies	1,105	1,287	+16.5	4,170	4,205	+ 0.8	
	and Cappazon Control Control							
L7.	Shoes and other footwear	5,288	5,352	+ 1.2	17,626	16,385	- 7.0	
18.	Stationery, books, and							
	magazines	1,405	1,353	- 3.7	3,834	3,981	+ 3.8	
19.	All other departments,	0.035	0.005	+ 72 A	21,158	21,444	+ 1.4	
	total	8,015	8,285	+ 3.4	21,138	2T) 444	1 102	
	TOTAL, ALL DEPARTMENTS	76. 146	78,312	+ 2.8	207,018	192,584	- 7.0	
	LOTAL ALL DELANTINES TO	70,110	.0,012					

Comparisons are based on stocks at the beginning of September in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-September 1949 and January-to-September 1950

SALES					
Department	Janto-Sept. 1949	Janto-Sept. 1950	% Change, 1950/1949		
	(\$000)	(\$000)	%		
1. Women's dresses, coats, and suits	70,162	66,789	- 4.8		
2. Girls' and infants' wear	22,638	23,691	+ 4.7		
3. Hosiery and gloves	16,403	16,886	+ 2.9		
4. Lingerie and corsets	22, 271	22,756	+ 2.2		
5. Millinery	6,354	6,290	- 1.0		
6. Women's and children's apparel - (Sub-total) 7. Men's and boys' clothing	137,828	136,412	- 1.0		
and furnishings	58,636	59,787	+ 2.0		
S. Drugs, toilet articles and preparations	12,611	12,932	+ 2.5		
9. Piece goods	43,386	41,557	- 4.2		
.O. Smallwares	16,540	16,712	+ 1.0		
11. Food and kindred products	40,024	40,924	+ 2.2		
tresses and springs)	39,826	40,361	+ 1.3		
13. Home furnishings	44,978	45,992	+ 2.3		
electrical supplies	. 25,748	31,648	+22.9		
utensils	28,073	28,118	+ 0.2		
and supplies	8,007	8,045	+ 0.5		
17. Shoes and other footwear 18. Stationery, books, and	37,667	38,314	+ 1.7		
magazines	8,12 8	8,164	+ 0.4		
total	63, 975	63,161	- 1.3		
TOTAL, ALL DEPARTMENTS	565,427	572, 127	+ 1.2		



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DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1950

By Provinces

Canadian department store sales totalled \$83,768,000 in October 1950, 1% above the October 1949 total of \$82,877,000. The 5% gain in British Columbia was the largest reported. Most other provincial changes in sales volume varied little from the national average. The 6% decrease reported for Saskatchewan was the only decline exceeding 1%.

Cumulative sales for the first ten months of 1950 amounted to \$655,895,000, 1% above the amount of \$648,304,000 reported for the same period in 1949. Cumulative results by regions are shown in the table immediately following this commentary, and by departments on Page 4.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in October 1949 and 1950

Province	Sa	108	% Change,	
	1949	1950	1950/1949	
	(\$000)	(\$000)		
Maritime Provinces	5,861	6,007	+ 2.5	
Quebec	12,523	12,861	+ 2.7	
Ontario	29,618	29,914	+ 1.0	
Manitoba	12,975	12,884	- 0.7	
Saskatchewan	5,202	4,911	- 5.6	
Alberta	6,304	6,298	- 0.1	
British Columbia	10,394	10,893	+ 4.8	
CANADA	82,877	83,768	+ 1.1	

Prepared in the Merchandising and Services Section

UNIVERSITY TO TOOLE

By Selected Departments

The majority of departments reported increased sales volume in October 1950 compared with the same month in 1949. Girls' and infants' wear departments reported sales up 18%. Shoe and hosiery and glove department sales increased 6% and 5% respectively. All other increases were quite moderate. Of seven departments which had lower sales in October this year, the largest declines occurred in the case of radio and music (-7%) and women's dresses, coats and suits (-6%).

The value of stocks on hand at the beginning of October 1950 declined to \$186,693,000 compared with \$201,016,000 on the same date in 1949. A wide range of departments reported declines in inventories. Furniture, and women's dresses, coats and suits stocks dropped 16% and 15% respectively. Men's and boys' clothing inventories decreased 13%. Other large declines reported were those for piece goods (-11%), and for household appliances and electrical supplies (-10%). Only two departments recorded increases in stocks of any magnitude. Food stocks were up 28% and millinery stocks, 17%.

Department Store Sales - January-to-October 1949-1950

Province	Sa	les	% Change,
	1949	1950	1950/1949
	(\$000)	(\$000)	
Maritime Provinces	47,913	47,341	- 1.2
Quabec	102,320	105,765	+ 3.4
Ontario	240,103	242,925	+ 1.2
Manitoba	95,984	96,906	+ 1.0
Saskatchewan	34,623	31,875	- 7.9
Alberta	43,496	44,769	+ 26.9
British Columbia	83,865	86 , 314	+ 2, 9
CANADA	648,304	655,895	+ 1.2

The state of the s	-	-			
Year!	s S	ubs	cri	ption,	\$1.00
Singl					-1.5

DEPARTMENT STORE SALES AND STOCKS October 1949 and October 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value

			S	ALES		S TOCKS*	
	Department	Oct. 1949	Oct. 1950	% Change, 1950/1949	Sept. 30 1949	Sept. 30 1950	% Change, 1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
1.	Women's dresses, coats, and suits	11,069	10,360	□ 6 ₀ 4	22,631	19,300	-14:7
2.	Girls' and infants' wear .	4,387	5,192	+18.3	8,559	8,267	- 3.4
3.	Hosiery and gloves	2,852	2,998	+ 5.1	5,418	5,603	+ 3,4
4.	Lingerie and corsets	3,212	3,285	+ 2,3	8,244	8,011	= 2 _@ 8
5.	Millinery	985	949	= 3,7	932	1,086	+16.5
6.	Women's and children's apparel - (Sub-total).	22,505	22,784	+ 1.2	45,784	42,267	∞ 7 _{.0} .7
7.	Men's and boys: clothing and furnishings	10,631	11,096	÷ 4.4	27,001	23,381	-13,4
8.	Drugs, toilet articles, and preparations	1,498	1,501	÷ 0.2	4,318	4,386	+ 1.6
9.	Piece goods	5,878	5,613	- 4.5	17,267	15,417	=10.7
10.	Smallwares	2,559	2,488	= 2.8	7,719	7,289	· 5 ₆ 6
	Food and kindred products.	4,924	4,948	+ 0.5	3,374	4,305	+27.6
120	Furniture including (mat- tresses and springs)	5,300	5,139	= 3.0	11,657	9,774	-16,2
	Home furnishings Household appliances and	5,977	6,181	÷ 3.4	22,952	21,254	~ 7 ₀ 4
	electrical supplies	3,945	4,077	+ 3,3	5,989	5,396	= 9,9
	Hardware and kitchen utensils	3,103	3,146	+ 1.4	8,011	7,749	= 3 ₀ 3
16.	Radios, musical instruments and supplies	1,403	1,312	= 6 ₀ 5	4,109	3,913	4.8
	Shoes and other footwear .	5,650	5,965	+ 5,6	17,234	15,769	- 8.5
	Stationery, books, and magazines	1,095	1,088	- 0.6	3,754	3,824	+ 1.9
19,	All other departments, total	8,409	8,430	+ 0.2	21,847	22,239	+ 1.8
	TOTAL, ALL DEPARTMENTS	82 ,877	83,768	+ 1.1	201,016	186,693	- 7.1

^{*} Comparisons are based on stocks at the beginning of October in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-October 1949 and January-to-October 1950

		SALES	
Department	Janto-Oct. 1949	Janto-Oct. 1950	% Change, 1950/1949
	(\$000)	(\$000)	%
1. Women's dresses, coats, and suits	81,231	77,149	⇒ 5.0
2. Girls' and infants' wear	27,025	28,883	+ 6.9
3. Hosiery and gloves	19,255	19,884	+ 3.3
4. Lingerie and corsets	25,483	26,041	± 2,2
5. Millinery	7,339	7,239	- 1.4
6. Women's and children's apparel - (Sub-total)	160,333	159,196	, == 0°, 7
7. Men's and boys' clothing and furnishings	69,267	70,883	+ 2.3
8. Drugs. toilet articles and preparations	14,109	14,433	+ 2.3
9. Piece goods	49,264	47,170	= 4.3
10. Smallwares	19,099	19,200	+ 0.5
11. Food and kindred products	44,948	45,872	+ 2,1
12. Furniture (including materresses and springs)	45,126	45,500	+ 0.8
13. Home furnishings	50,955	52,173	+ 2.4
14. Household appliances and electrical supplies	29,693	35,725	+20.3
15. Hardware and kitchen utensils	31,176	31,264	+ 0.3
16. Radios, musical instruments and supplies	9,410	9,357	- 0.6
17. Shoes and other footwear	43,317	44,279	+ 2,2
18. Stationery, books, and magazines	9,223	9,252	+ 0.3
19. All other departments, total	72,384	71,591	- 1.1
TOTAL, ALL DEPARTMENTS	648,304	655,895	+ 1.2

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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

OTTAWA

Government Publications



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XV - No. 11 21

DEPARTMENT STORE SALES AND STOCKS

NOVEMBER, 1950

By Provinces

Canadian department stores reported sales of \$98,208,000 in November 1950, a 6% increase compared with sales of \$92,966,000 in November 1949. Very large increases in sales volume were recorded by all four western provinces, ranging from 21% in Alberta to 11% in British Columbia. These marked gains contrasted sharply with the changes in sales in the eastern provinces. Ontario had a moderate 2% gain, while Quebec and the Maritime Provinces failed to reach November 1949 sales levels. Sales declined 5% in the Maritime Provinces.

Cumulative sales for the first eleven months of 1950 amounted to \$754,103,000, 2% above the amount of \$741,270,000 for the same period in 1949. Comparisons for the first ten months of 1949 and 1950 are shown for each region in the table immediately following this text, and for departments on Page 4.

Mail order sales are attributed to the province in which offices receiving the orders are located.

Department Store Sales in November 1949 and 1950

Description	- Sal	% Change,	
Province	1949	1950	1950/1949
	(\$000)	(\$000)	
Maritime Provinces	7,276	6,912	- 5.0
Quebec	14,904	14,755	- 1.0
Ontario	37,064	37,620	+ 1.5
Manitoba	13,588	15,748	+ 15.9
Saskatchewan	4,406	5,160	+ 17.1
Alberta	5,437	6,590	+ 21.2
British Columbia	10,291	11,423	+ 11.0
CANADA	92, 966	98, 208	+ 5.6

By Departments

Fifteen of the nineteen departments reported increased sales in November 1950 compared with November 1949, with several of the apparel departments marking up large gains. The 17% increase in shoe department sales was the largest reported. Other notable increases were those shown by men's and boys' wear, girls' and infants' wear, and hosiery and glove departments, all of which had 13% increases in sales volume. Other gains varied little from the overall increase of 6%. The 4% gain in household appliance and electrical supply departments' sales was the most moderate increase shown for that department in some months.

Stocks held at the beginning of November 1950 were lower by \$14,000,000 (or 2%) compared with stocks on the same date in 1949. Ten of the nineteen departments reported declines in inventory holdings, none of which exceeded 10%. Nine per cent decreases in women's dresses, coats and suits, men's and boys' clothing and furnishings, and furniture departments were the largest. Food stocks increased 26%, the largest gain in stock holdings in November 1950. The 11% increase in hosiery and glove stocks and one of 10% in millinery stocks were among other prominent increases.

Department Store Sales - January-to-November 1949-1950

Province	Sa:	Sales		
	1949	1950	1950/1949	
	(\$000)	(\$000)		
Maritime Provinces	55,193	54,251	- 1.7	
Quebec	117,219	120,524	+ 2.8	
Ontario	277, 159	280, 545	+ 12	
Manitoba	109,575	112,657	+ 2.8	
Saskatchewan	39,033	37,035	- 5.1	
Alberta	48, 936	51,359	+ 5.0	
British Columbia	94,155	97, 732	+ 3.8	
CANADA	741,270	754,103	+ 1.7	

November 1949 and November 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			SALES			STOCKSA	
	Department	Nov.		% Change,			
		1949	1950	1950/1949	1950	1950	% Change, 1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
2	787						
1.	Women's dresses, coats, and suits	17 400	11 047	0.3	00 800	00.003	0.4
	and paros ***********	11,480	11,243	- 2.1	22,369	20,261	- 9.4
2.	Girls' and infants' wear	4,329	4,867	+12.4	8,351	7,899	- 5.4
3.	Hosiery and gloves	3,372	3,800	+12.7	5,954	6,629	+11.3
4.	Lingerie and corsets	3,532	3,787	+ 7.2	8,910	8,849	- 0.7
		0,002	0,101	1 1 6 60	0,510	0,043	20.7
5.	Millinery	841	877	+ 4.3	1,047	1,155	+10.3
0	Moments and abildments						
о.	Women's and children's apparel - (Sub-total)	23 554	24,574	+ 4.3	46,631	44,793	- 3.9
7.	Men's and boys' clothing	20,004	24,014	4.0	40,001	44,130	- 0.9
	and furnishings	11,676	13,177	+12.9	27,136	24,773	- 8.7
8.	Drugs, toilet articles,						
	and preparations	1,969	2,060	+ 4.6	5,341	5,418	+ 1.4
9.	Piece goods	5,590	5,688	+ 1.8	16,872	16,484	- 2.3
		0,000	0,000	100	10,014	20,101	
10.	Smallwares	3,069	3,116	+ 1.5	8,346	8,242	- 1.2
17	Food and kindred products	F 700	E 230	1 7 A	2 005	1 760	+26 3
	Furniture (including mat-	5,320	5,712	+ 7.4	3,775	4,760	+26.1
	tresses and springs)	4,703	4,661	- 0.9	12,008	10,929	- 9.0
	Home furnishings	6,447	6,735	+ 4.5	23,322	22,474	- 3.6
.4.	Household appliances and electrical supplies	3,882	4,047	+ 4.3	6,641	7,165	+ 7.9
.5.	Hardware and kitchen	0,002	4,011	. 1.0	5,011	,,100	
	utensils	3,067	3,198	+ 4.3	8,492	8,706	+ 2.5
.6.	Radios, musical instruments				4 700	4 770	1.5.0
	and supplies	1,602	1,496	- 6.6	4,109	4,339	+ 5.6
.7.	Shoes and other footwear	6,787	7,937	+16.9	18,073	17,343	- 4.0
	Stationery, books, and	0,101	,,,,,,				
^	magazines	1,932	1,959	+ 1.4	4,772	4,663	- 2.3
9.	All other departments, total	13 700	13,848	+ 3.6	26,205	27,247	+ 4.0
	total	10,008	10,040	. 0.0	20,200	2,9021	
	TOTAL, ALL DEPARTMENTS	92,966	98,208	+ 5.6	211,723	207,336	- 2.1
-		-	1			1	

^{*} Comparisons are based on stocks at the beginning of November in the two years. Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-November 1949 and January-to-November 1950

	SALES					
Department	Janto-Nov. 1949	Janto-Nov. 1950	% Change, 1950/1949			
	(\$000)	(\$000)	%			
1. Women's dresses, coats, and suits	92,711	88,392	4.7			
2. Girls and infants wear	31,354	33,750	+ 7.6			
3. Hosiery and gloves	22,627	23,684	+ 4.7			
4. Lingerie and corsets	29,015	2 9,8 28	+ 2.8			
5. Millinery	8,180	8,116	⇒ 0 ₀ 8			
6. Women's and children's apparel - (Sub-total)	183,887	183 770	- 0.1			
7. Men's and boys clothing and furnishings	80,943	84,060	+ 3.9			
8. Drugs, toilet articles and preparations	16,078	16,493	+ 2.6			
9. Piece goods	54,854	52,858	- 3.6			
10. Smallwares	22,168	22,316	+ 0.7			
11. Food and kindred products 12. Furniture (including mat-	50, 2 68	51,584	+ 2.6			
tresses and springs)	49,829	50,161	+ 0.7			
13. Home furnishings	57,402	58,908	+ 2 ₀ 6			
electrical supplies	3 3 ,575	39,772	+18.5			
utensils	34,243	34,462	+ 0.6			
and supplies	11,012	10,853	- 1.4			
17. Shoes and other footwear	50,104	52,216	+ 4.2			
magazines	11,155	11,211	+ 0.5			
total	85,752	85,439	⇒ 0 _° 4			
TOTAL, ALL DEPARTMENTS	741,270	754,103	+ 1.7			





DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

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Vol. XV - No. 12

DÉPARTMENT STORE SALES AND STOCKS

DECEMBER, 1950

By Provinces

A new peak in Christmas buying in Canadian department stores was reached in December 1950 when sales totalled \$118,874,000, 4% higher than the sales of \$114,218,000 reported for the same month last year. Manitoba's increase of 9% was the largest. Sales increased 7% in Quebec. December sales were 4% lower in Saskatchewan and down 1% in the Maritime Provinces from December of the previous year.

The full year's sales for 1950 amounted to \$872,977,000 a moderate 2% increase over the 1949 total of \$855,488,000. Alberta's increase of 5% was the highest for 1950, and Saskatchewan's decline of 5% the larger of two declines shown by 1950 results. Cumulative figures by regions are shown in the table immediately following this text, and those for departments appear on Page 4.

Department Store Sales in December 1949 and 1950

Province	Sa	les	% Change,
Province	1949	1950	1950/1949
	(\$000)	(\$000)	%
CANADA	114.218	118,874	+ 4.1
Maritime Provinces	8,562	8,493	- 0.8
Quebec	17,902	19,227	+ 7.4
Ontario	42,960	44,292	+ 3.1
Manitoba	16,457	17,859	+ 8.5
Saskatchewan	5,739	5,509	- 4.0
Alberta	7,607	7,858	+ 3.3
British Columbia	14,991	15,636	+ 4.3

Prepared in the Merchandising and Services Section

By Departments

The majority of departments had increased sales volume in December 1950 compared with December 1949. The 17% gain in household appliance and electrical supply department sales was the largest reported. Food department sales were up 12%. With the exception of women's dresses, coats and suits, all apparel departments recorded increased sales, the 10% gain in girls' and infants' wear being the largest. All five departments in which sales did not reach December 1949 volume showed minor decreases, the 3% decline in radio and music department sales being the largest reported.

Little change was shown in the value of stocks held at the beginning of December 1950, the increase amounting to \$3,000,000 (or 2%) compared with stocks on the same date in 1949. The 20% increase in household appliance stocks was the largest increase in stock holdings. Millinery and food department inventories both increased 16%. Radio department stocks were up 10%. Eight per cent decreases in men's and boys' clothing stocks and women's dresses, coats and suit stocks were the largest. Other declines in stocks were quite moderate.

Department Store Sales - January-to-December 1949-1950

Province	Sa	% Change,	
	1949	1950	1950/1949
	(\$000)	(\$000)	%
CANADA	855,488	872,977	+ 2.0
aritime Provinces	63,752	62,742	- 1.6
uebec	135,119	139,745	+ 3.4
ntario	320,118	324,836	+ 1.5
anitoba	126,035	130,517	+ 3.6
askatchewan	44,773	42,545	- 5.0
lberta	56,546	59,219	+ 4.7
ritish Columbia	109,145	113,373	+ 3.9

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December 1949 and December 1950

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

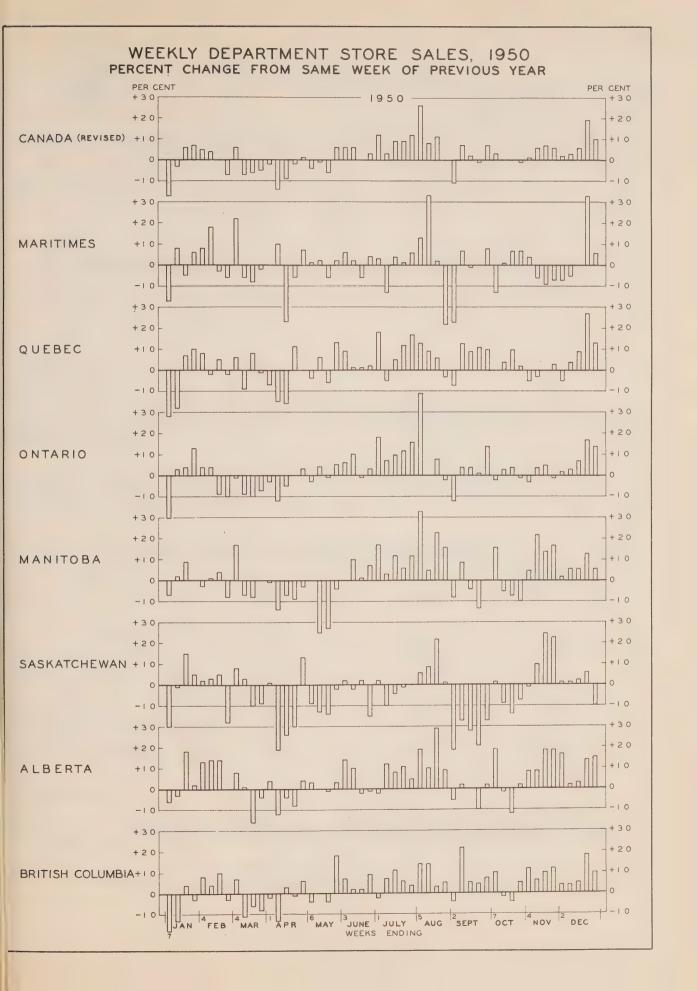
			SALES			STOCKS	
	Department	Dec. 1949	Dec a 1950	% Change, 1950/1949	Nov. 30 1949	Nov. 30 1950	% Change, 1950/1949
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
	TOTAL, ALL DEPARTMENTS	114,218	118,874	+ 4.1	200,869	204,280	+ 1.7
1.	Women's dresses, coats, and suits	10,470	10,277	- 1.8	18,831	17,427	- 7.5
2.	Girls' and infants' wear.	4,322	4,741	+ 9.7	7,514	7,252	- 3,5
3.	Hosiery and gloves	5,140	5, 3 87	+ 4.8	6,033	6,302	+ 4.5
4.	Lingerie and corsets	4,885	5,167	+ 5.8	8,468	8,869	+ 4.7
5.	Millinery	728	786	+ 8.0	843	977	+15.9
Ī	Women's and children's apparel - (Sub-total) Men's and boys' clothing	25,545	26,358	+ 3,2	41,689	40,827	~ 2.1
8.	and furnishings Drugs, toilet articles, and preparations	14,816 3,744	15,770 3,865	+ 6.4 + 3.2	24 ,898 5 ,805	22,917 6,064	∞ 8,0+ 4,5
9.	Piece goods	5,580	5,563	- 0.3	16,229	16,694	+ 2.9
LO.	Smallwares	4,211	4,192	- O _* 5	8,116	8,471	+ 4.4
	Food and kindred products Furniture (including mat-	6,522	7,318	+12,2	4,370	5,077	+16.2
160	tresses and springs)	4,381	4,508	2.9	11,784	11,706	- 0,7
	Home furnishings	6,815	7,038	+ 3,3	22,177	22,778	+ 2.7
	Household appliances and electrical supplies	3,825	4,459	716.6	6,953	8,351	+20.1
	Hardware and kitchen utensils	3,604	3,755	+ 4.2	8,647	9,140	+ 5.7
.0.	Radios, musical instru-	2,512	2,434	- 3.1	3,871	4,250	+ 9.8
	Shoes and other footwear.	7,473	7,881	÷ 5.5	16,409	16,164	- 1.5
	Stationery, books, and magazines	3,707	3,675	- 0 9	4,765	4,906	+ 3.0
. 5	All other departments	21,483	22,058	+ 2.7	25,156	26,935	+ 7.1

t Comparisons are based on stocks at the beginning of December in the two years. Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-December 1949 and January-to-December 1950

	SALES					
Department	Janto-Dec. 1949	Janto-Dec.	% Change, 1950/1949			
	(\$000)	(\$000)	%			
TOTAL, ALL DEPARTMENTS	855,488	872,977	+ 2.0			
1. Women's dresses, coats, and suits	103,181	98,669	- 4.4			
2. Girls' and infants' wear	35,676	38,491	+ 7.9			
3. Hosiery and gloves	27,767	29,071	+ 4.7			
4. Lingerie and corsets	33,900	34,995	+ 3.2			
5. Millinery	8,908	8,902	- 0.1			
6. Women's and children's apparel - (Sub-total) 7. Men's and boys' clothing	. 209,432	210,128	+ 0.3			
and furnishings	95,759	99,830	+ 4.3			
8. Drugs, toilet articles and pre- parations	19,822	20,358	+ 2.7			
9. Piece goods	60,434	58,421	- 3.3			
10. Smallwares	26,379	26,508	+ 0.5			
11. Food and kindred products 12. Furniture (including mat-	56,790	58,,002	+ 3.7			
tresses and springs)	54,210	54,669	+ 0.8			
13. Home furnishings	64,217	65,946	+ 2.7			
electrical supplies	37,400	44,231	+18.3			
utensils	37,847	38,217	+ 1.0			
and supplies	13,524	13,287	- 1.8			
17. Shoes and other footwear 18. Stationery, books, and	57,577	60,097	+ 4.4			
magazines	14,862	14,886	+ 0.2			
total	107,235	107,497	+ 0.2			







DOMINION BUREAU OF STATISTICS Industry and Merchandising Division

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Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XVI - No. 1

DEPARTMENT STORE SALES AND STOCKS

JANUARY, 1951

By Provinces

Sales of Canadian department stores totalled \$58,250,000 in January 1951, a marked gain of 17% compared with the January 1950 total of \$49,719,000.

All regions reported increased sales, a 22% gain in British Columbia being the largest. Saskatchewan had a sales increase of 6%, the smallest reported, while gains for other provinces ranged from 12% to 19%.

Department Store Sales in January 1950 and 1951

Department Store	Sales in Janua	ry 1950 and 1951	
Province	Sa:	les	% Change,
	1950	1951	1951/1950
	(\$000)	(\$000)	%
CANADA	49,719	58,250	+ 17
Maritime Provinces	3,005	3,368	+ 12
Quebec	7,820	9,088	+ 16
Ontario	18,828	22,329	+ 19
Manitoba	7,725	8,884	+ 15
Saskatchewan	2,399	2,538	+ 6
Alberta	3,413	4,051	+ 19
British Columbia	6,529	7,992	+ 22

By Departments

This report inaugurates a new and enlarged breakdown of sales by departments. Results are now given for 31 merchandise departments whereas

Prepared in the Merchandising and Services Section

the series had previously shown figures for 19 departments.

All departments showed higher sales in January 1951 compared with January 1950. Eleven departments reported sales increases of 20% or more, the 47% increase in sales of major household appliances being the outstanding gain. Sporting goods and luggage sales increased 37%. Hardware and houseware departments also recorded a large gain of 32%. Home furnishings, linens and domestics, and jewellery sales were up 28%, 26% and 26% respectively. Other large gains were shown by millinery (23%), china and glassware (21%), radio and music (20%), photographic equipment (20%), and hosiery and apparel accessories (20%).

Information on stocks at the beginning of January 1951 was not available for inclusion in this report but will be included in the February issue of this bulletin.

Year's Subscription, \$1.00 Single Copies, .15

January 1950 and January 1951

These figures are estimates of total department store sales and stocks.

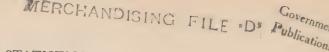
Stocks are at selling value.

			SALES			STOCKS	
	Department	Jan. 1950	Jan. 195 1	Change, 19 51/50	Dec.31 1949	Dec.31 1950	Change, 1950/49
		(\$000)	(\$000)	%	(\$000)	(\$000)	%
	TOTAL, All Departments	49,719	58,250	+ 17			
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	1,642 1,153 1,176 1,429 1,261 1,926 422 305 1,533 1,545	1,736 1,287 1,285 1,608 1,470 2,185 450 375 1,847 1,750	+ 6 + 16 + 9 + 13 + 17 + 13 + 7 + 23 + 20 + 13		BLB	
1.	Ladies' Apparel and Accessories, TOTAL 1 - 10	12,392	13,993	+ 13		LA	
3 4 5 6 7 8 9 O 1 2 3 4 5 6 7 8 9 O	Men's Clothing	1,744 1,889 963 675 4,326 1,356 133 2,125 2,894 1,522 587 3,066 3,939 2,092 913 2,648 806 807 873 3,969	2,074 2,052 1,108 780 4,672 1,588 160 2,265 3,641 1,729 710 3,924 4,384 3,083 1,100 3,485 1,014 1,106 944 4,438	+ 19 + 19 + 15 + 16 + 8 + 17 + 20 + 7 + 26 + 14 + 21 + 28 + 11 + 47 + 20 + 32 + 26 + 37 + 8 + 12		STOCKS NOT AVAI	

DTE: Canada totals do not include Newfoundland figures.









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ol. XVI - No. 2

DEPARTMENT STORE SALES AND STOCKS

FEBRUARY, 1951

Provinces

Department store sales in Canada totalled \$58,396,000 in February 1951, 16% gher than the February 1950 total of \$50,234,000.

All regions reported increased sales, with the four western provinces reporting marked gains ranging from 20% in British Columbia to 24% in Saskatchewan. The increase in The Maritime Provinces was the smallest.

Department Store Sales in February 1950 and 1951

Promines	S	% Change,			
Province	1950	1951	1951/1950		
	(\$000)	(\$000)	%		
CANADA	50,234	58,396	+ 16.2		
itime Provinces	3,059	3,414	+ 11.6		
bec	8,025	9,076	+ 13.1		
ario	19,327	21,724	+ 12.4		
itoba	7,391	9,112	+ 23.3		
katchewan	2,193	2,717	+ 23.9		
erta	3,441	4,181	+ 21.5		
tish Columbia	6,798	8,172	+ 20.2		

B Departments

All departments showed gains in sales volume in February 1951 compared with February 1950. It is 55% increase in major appliance sales was the largest of nine gains which exceeded 20%.

Prepared in the Merchandising and Services Section

Men's and boys' shoe departments reported a sales increase of 35%. Men's clothing, and radio and music sales were up 28%. Hardware and housewares, sporting goods and luggage, linens and domestics, photographic equipment, and women's and misses coats and suits departments had increases ranging from 20% to 25%.

The value of department store stocks at the beginning of February 1951 was 18% above their value on the same date a year previously. Eleven departments reported inventory holdings which were 20% or more above stock levels of a year ago. The largest increases, were generally in those departments which showed the largest gains in sales in February 1951. A 47% increase was shown in stocks of major appliances. Sporting goods and luggage inventories increased 37%. Hardware and houseware stocks were up 32%.

Information on stocks at the beginning of January 1951 was still not available for inclusion in this report but will be included in the March issue of this bulletin.

Year's Subscription, \$1.00 Single Copies, .15

February 1950 and February 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

manufacture frequencies of the following section of the following secti	ASSESSMENT OF THE PROPERTY OF					
		SALES			STOCKS	
De partment	Feb. 1950	Feb. 1951	Change, 1951/50	Jan.31 1950	Jan.31 1951	Change, 1951/50
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, All Departments	50,234	58,396	+ 16.2	158,138	187,088	+ 18.3
1. Women's and Misses' Dresses 2. Women's and Misses' Coats and Suits 3. Women's and Misses' Sportswear 4. Furs 5. Girls' and Infants' Wear 6. Lingerie and Corsets 7. Aprons, Housedresses and Uniforms 8. Millinery 9. Hosiery and Apparel Accessories 10. Women's, Misses'and Children's Shoes 11. Ladies' Apparel and Accessories, TOTAL 1 - 10 12. Men's Clothing 13. Men's Furnishings 14. Boys' Clothing and Furnishings 15. Men's and Boys' Shoes 16. Food and Kindred Products 17. Toiletries, Cosmetics, and Drugs 18. Photographic Equipment and Supplies 19. Piece Goods 20. Linens and Domestics 21. Smallwares 22. China and Glasswares 23. Home Furnishings	1,922 1,311 1,100 667 1,462 1,978 429 357 1,737 1,606 12,569 1,572 1,846 908 685 4,649 1,413 145 1,934 2,261 1,447 643 3,663	2,066 1,622 1,271 746 1,667 2,242 448 400 1,945 1,894 14,301 2,007 2,052 1,066 921 5,054 1,602 177 2,131 2,779 1,552 718 4,341	+ 7.5 + 23.7 + 15.5 + 11.8 + 14.0 + 13.3 + 4.4 + 12.0 + 17.9 + 13.8 + 27.7 + 11.2 + 17.4 + 34.5 + 8.7 + 13.4 + 22.1 + 10.2 + 22.9 + 7.3 + 11.7 + 18.5	4,394 4,102 3,713 2,875 5,183 5,580 833 814 5,387 9,252 42,133 5,469 7,620 4,415 3,774 4,763 3,721 712 7,590 5,858 4,651 4,479 13,745	1	+ 12.5 + 16.6 + 13.5 + 6.6 + 23.0 + 20.5 + 13.3 + 13.3 + 18.9 + 8.6 + 15.1 + 15.6 + 8.0 + 17.1 + 20.2 + 6.6 + 25.8 + 13.6 + 20.9
24. Furniture 25. Major Appliances 26. Radio and Music 27. Hardware and Housewares 28. Jewellery 29. Sporting Goods and Luggage 30. Stationery, Books and Magazines 31. All Other Departments	3,687 2,013 869 3,083 964 995 922 3,966	4,082 3,122 1,111 3,852 1,097 1,199 924 4,308	+ 10.7 + 55.1 + 27.8 + 24.9 + 13.8 + 20.5 + 0.2 + 8.6	11,304 5,828 3,395 8,871 5,356 5,073 2,871 6,510	12,581 8,588 4,090 11,675 6,738 6,953 3,104 7,279	+ 11.3 + 47.4 + 20.5 + 31.6 + 25.8 + 37.1 + 8.1 + 11.8

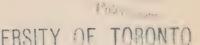
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DEPARTMENT STORE SALES AND STOCKS

MARCH, 1951

By Provinces

March sales of Canadian department stores totalled \$72,594,000, up 8% from March 1950 volume of \$67,344,000. This increase could be described as moderate when it is taken into account that all Easter buying occurred in March this year and was divided between March and April in 1950. Generally unfavourable weather conditions may have tempered the seasonal trading which normally occurs at Eastertime.

A 13% gain in sales was recorded in March for both Quebec and British Columbia. Sales declines of 15% and 5% were shown by Saskatchewan and the Maritime Provinces respectively. All other provinces reported gains ranging from 8% to 10%.

Sales in the first quarter of this year amounted to \$189,240,000, 13% higher than in the 1950 first quarter when volume was \$167,297,000.

Department Store Sales in March 1950 and 1951

Province	Sa	Sales			
	1950	1951	1951/1950		
	(\$000)	(\$000)	%		
CANADA	67,344	72,594	+ 7.8		
Maritime Provinces	5,076	4,802	-5.4		
Quebec	11,091	12,555	+13.2		
ntario	24,372	26,615	+ 9.2		
Manitoba	9,821	10,803	+10.0		
Saskatchewan	3,780	3,205	-15.3		
Alberta	4.814	5,176	+ 7.5		
British Columbia	8,390	9,438	+12.5		

By Departments

Twenty-five of the thirty departments had increased sales in

March 1951 compared with the same month in 1950. Gains in excess of 20% were limited to major appliances (25%), millinery (24%), furs (21%) and hosiery and apparel accessories (21%). Food department sales were up 19%. Men's clothing departments reported a substantial increase of 17%. Photographic equipment and jewellery departments recorded gains of 15% and 13% respectively.

Of the five departments which failed to reach March 1950 sales volume, only the 15% decrease in sales of aprons, housedresses and uniforms, and the 11% decline in piece goods exceeded 10%.

Stocks of merchandise held at the beginning of March 1951 were valued at \$213,713,000, 15% higher than holdings on the same date a year ago of \$186,306,000. Stock figures for 1950 on the new 31-department breakdown are not available. Stock/sales ratios will be shown each month during 1951. A comparison of stocks, by departments, will be resumed with the January 1952 bulletin when comparable data will be available.

Information on stocks at the beginning of January 1951, omitted from the January 1951 report, is shown on Page 5 of this bulletin. Inventory holdings at January 1, 1951 amounted to \$177,387,000, 7% above the level of stocks held on the same date a year ago, when they totalled \$165,818,000.

Department Store Sales - January-to-March 1950-1951

	St	% Change,	
Province	1000	3.053	1951/1950
	1950	1951	01
	(\$000)	(\$000)	%
CANADA	167,297	189,240	+13.1
aritime Provinces	11,140	11,597	+ 4.1
lebec	26,940	30,732	+14.1
ntario	62,530	70,592	+12.9
anitoba	24,940	28,782	+15.4
askatchewan	8,369	8,468	+ 1.2
lberta	11,659	13,406	+15.0
ritish Columbia	21,719	25,663	+18.2

March 1950 and March 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			-			
Department		SALES			STOCKS	
		March 1950	March 1951	Change 1951/50	Feb. 28	Stock/Sales Ratio
		(\$000)	(\$0,00)	%	(\$000)	Mai Oir 1301
	TOTAL, All Departments			+ 7.8	213,713	2.9
	Women's and Misses' Dresses Women's and Misses' Coats and Suits.	2,804 3,941	2,895 3,725	+ 3.2 - 5.5	5,532 6,302	1.9
3.	Women's and Misses' Sportswear Furs	1,580	1,712	+ 8.4 + 21.0	4,505	2.6
5.	Girls' and Infants' Wear · · · · · · · Lingerie and Corsets · · · · · · · · · · · · · · · · · · ·	2,698	2,962 2,507	* 9.8 * 2.4	7,867	2.7
8.	Aprons, Housedresses and Uniforms Millinery	686 892	1,103	⇒ 14.7 + 23.7 + 20.7	1,058 1,319	1.8 1.2 2.6
10.	Hosiery and Apparel Accessories · · · · Women's Misses' and Children's Shoes	2,436 2,991	2,941 3,312	+ 10.7	7,694	3.8
11.	Ladies' Apparel and Accessories, TOTAL 1 - 10	21,095	22,491	+ 6,6	57,906	2.6
	Men's Clothing	2,508	2,922 2,474	+ 16.5 + 4.2	7,844	2.7
14.	Boys Clothing and Furnishings	1,936	2,118	* 9.4 * 8.6	6,482 5,073	3.1 4.4
16.	Men's and Boys' Shoes	5,088	6,049	+ 18.9 + 7.4	5,780 4,693	1:0
18.	Toiletries, Cosmetics, and Drugs Photographic Equipment and Supplies. Piece Goods	179 2,574	205	* 14 5 5 11 0	934	4.6
30.	Linens and Domestics	2,279	2,230	= 2 2 = 3 4	8,808 6,010	3.9 4.1
32.	China and Glasswares	772 4,531	803 4,772	4 4 ,05 3	5,820 18,577	7;2
34.	Home Furnishings	3,888 2,691	4,012 3,374	+ 3 2 + 25 4	13,470 9,117	3 4 2 7
36.	Radio and Music	965 3,856	1,037 4,203	+ 7.5 + 9.0	4,382	4.2
38.	Jewellery Sporting Goods and Luggage Sporting Goods	1,066 1,468	1,206 1,575	± 13.1 ± 7.3	7,535 8,042	6.2 5.1
10.	Stationery, Books and Magazines All Other Departments	948 5,022	1,003 5,574	# 5.8 † 11.0	3,134 7,520	
-						1

OTE: Canada totals do not include Newfoundland figures.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1950 and January-to-March 1951

	SALES			
Department	Janto-Mar.	Janto-Mar.	% Change	
	1950	1951	1951/1950	
	(\$000)	(\$000)	%	
TOTAL, All Departments	167,297	189,240	+ 13.1	
1. Women's and Misses' Dresses 2. Women's and Misses' Coats and Suits 3. Women's and Misses' Sportswear 4. Furs 5. Girls' and Infants' Wear 6. Lingerie and Corsets 7. Aprons, Housedresses and Uniforms 8. Millinery 9. Hosiery and Apparel Accessories 10. Women's, Misses' and Children's Shoes 11. Ladies' Apparel and Accessories, TOTAL 1 - 10 12. Men's Clothing 13. Men's Furnishings 14. Boys' Clothing and Furnishings 15. Men's and Boys' Shoes 16. Food and Kindred Products 17. Toiletries, Cosmetics, and Drugs 18. Photographic Equipment and Supplies 19. Piece Goods 20. Linens and Domestics 21. Smallwares 22. China and Glasswares 23. Home Furnishings	6,368	6,697	+ 5.2	
	6,405	6,634	+ 3.6	
	3,856	4,268	+ 10.7	
	2,715	3,103	+ 14.3	
	5,421	6,099	+ 12.5	
	6,352	6,934	+ 9.2	
	1,537	1,483	- 3.5	
	1,554	1,878	+ 20.8	
	5,706	6,733	+ 18.0	
	6,142	6,956	+ 13.3	
	46,056	50,785	+ 10.3	
	5,824	7,003	+ 20.2	
	6,110	6,578	+ 7.7	
	3,807	4,292	+ 12.7	
	2,429	2,862	+ 12.7	
	14,063	15,775	+ 12.2	
	4,277	4,809	+ 12.4	
	457	542	+ 18.6	
	6,633	6,688	+ 0.8	
	7,434	8,650	+ 16.4	
	4,495	4,755	+ 5.8	
	2,002	2,231	+ 11.4	
	11,260	13,037	+ 15.8	
24. Furniture 25. Major Appliances 26. Radio and Music 27. Hardware and Housewares 28. Jewellery 29. Sporting Goods and Luggage	11,514	12,478	+ 8.4	
	6,796	9,579	+ 41.0	
	2,747	3,248	+ 18.2	
	9,587	11,540	+ 20.4	
	2,836	3,317	+ 17.0	
30. Stationery, Books and Magazines 31. All Other Departments	3,270	3,880	+ 18.7	
	2,743	2,871	+ 4.7	
	12,957	14,320	+ 10.5	

NOTE: Canada totals do not include Newfoundland figures.

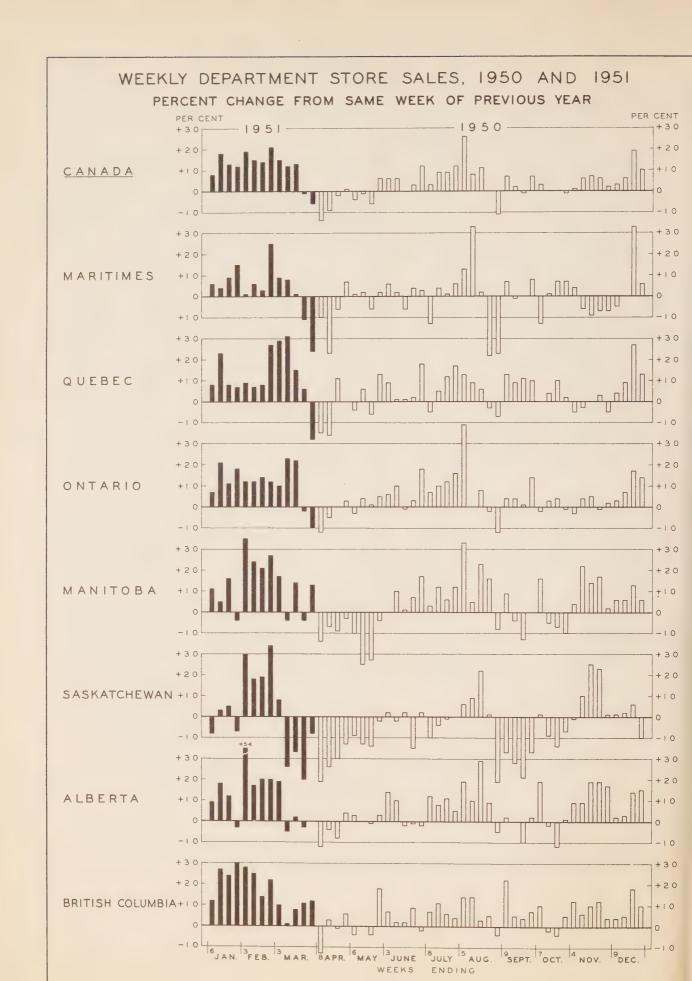
January 1950 and January 1951

These figures are estimates of total department store sales and stocks. Stocks are at selling value.

	Department	SALES			STOCKS		
	Dopar anomo	Jan.	Jan.	hange	Dec.31	Stock/Sales Ratio	
		1950	1951	951/50	1950	January, 1951	
		(\$000)(\$000)	%	(\$000)		
	TOTAL, All Departments	49,719	58,250	*17.2	177,387	3.0	
7.	Women's and Misses' Dresses	1,642	1,736	+ 5.7	3,799	2.2	
	Women's and Misses' Coats and Suits	1,153	1,287		3,066	2.4	
	Women's and Misses' Sportswear · · · · ·	1,176	1,285	+ 9.3	3,670	2.9	
	Furs ************************************	1,429		+12.5	3,986	2.5	
	Girls' and Infants' Wear	1,261	1,470	+16.6	5,127	3.5	
	Lingerie and Corsets	1,926	2,185	+13.4	6,257	2.9	
	Aprons, Housedresses and Uniforms	422	450	+ 6:6	888	2:0	
	Millinery	305	375	+23.0	694	1.9	
-	Hosiery and Apparel Accessories	1,533	1,847	+20.5	6,579	3.6	
	Women's Misses' and Children's Shoes	1,545	1,750	+13.3	9,437	5.4	
	Ladies' Apparel and Accessories,						
	TOTAL 1 - 10	12,392	13,993	+12.9	43,503	3.1	
12	Men's Clothing · · · · · · · · · · · · · · · · · · ·	1,744	2,074	+18:9	6,321	3.0	
13	Men's Furnishings ••••••••••••••••••••••••••••••••••••	1,889	2,052	+ 8:6	7,224	3.5	
	Boys' Clothing and Furnishings · · · · ·	963	1,108		4,658	4.2	
	Men's and Boys' Shoes	675	780	+15.6	3,857	4.9	
	Food and Kindred Products · · · · · · · · · · · · · · · · · · ·	4,326	4,672	+ 8:0	4,062	0.9	
	Toiletries, Cosmetics, and Drugs	1,356	1,588	+17:1	4,505	2 .8	
	Photographic Equipment and Supplies.	133	160	+20.3	850	5.3	
	Piece Goods · · · · · · · · · · · · · · · · · · ·	2,125	2,265	+ 6.6	8,304	3.7	
	Linens and Domestics	2,894	3,641	+25.8	7,659	2.1	
	Smallwares	1,522	1,729	+13.6	5,486	3.2	
	China and Glasswares	587	710	+21.0	5,350	7.5	
	Home Furnishings	3,066	3,924	#28:0	17,188	4.4	
	Furniture	3,939	4,384	*11.3	12,360	2.8	
	Major Appliances	2,092	3,083	+47.4	8,239	2.7	
	Radio and Music	913	1,100		3,886		
27.	Hardware and Housewares	2,648	3,485		10,903		
	Jewellery	806	1,014		6,913		
	Sporting Goods and Luggage	807	1,106		6,699		
30.	Stationery, Books and Magazines	873	944	1	3,140		
31.	All Other Departments	3,969	4,438	+11.8	6,280	1.4	
-			<u> </u>				

NOTE: Canada totals do not include Newfoundland figures.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.





DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division OTTAWA

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DEPARTMENT STORE SALES AND STOCKS APRIL, 1951

By Provinces

Department store sales in Canada totalled \$75,057,000 during April 1951, 11% higher than the April 1950 total of \$67.453.000.

All regions, with the exception of the Maritime Provinces, reported increased sales in April 1951 compared with April 1950. The three Prairie Provinces recorded the largest gains- Saskatchewan, 19%; Manitoba 18% and Alberta 17%. Sales decreased 9% in the Maritime Provinces.

Department Store Sales in April 1950 and 1951

Department butte bares in April 1700 and 1701						
Province	Sa	% Change,				
1	1950	1951	1951/1950			
	(\$000)	(\$000)				
CANADA	67,453	75,057	+ 11.3			
Maritime Provinces	5,212	4,998	- 9.1			
Quebec	11,268	12,338	+ 9.5			
Ontario	25,085	27,794	+ 10.8			
Manitoba	9.713	11,442	+ 17.8			
Saskatchewan	3,214	3,822	+ 18.9			
Alberta	4,399	5,125	+ 16.5			
British Columbia	8,562	9,538	+ 11.4			

By Departments

Most departments had increased sales in April 1951 compared with the same month in 1950. A 56% gain in major appliance sales was by far the largest recorded. Hardware and housewares department sales increased 27%. Other departments which recorded gains in excess of 20% were as follows: furs (26%); radio and music (25%); linens and domestics (23%) and jewellery (21%). Of the four departments whose sales volume failed to reach April 1950 levels, only the 13% decline in millinery sales was of any magnitude.

The value of department store stocks held at the beginning of April 1951 was \$240,355,000, 25% above their value on the same date in 1950 when they totalled \$192,968,000. Stock-sales ratios for each of the 31 departments are shown in the right hand column of the table on Page 3

Prepared in the Merchandising and Services Section

UNIVERSITY IF TO ON Year's Subscription, \$1.00 DEPT. OF POLYTICAL ENEMENTS



DEPARTMENT STORES SALES AND STOCKS

April 1950 and April 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

	-				
Department		S	ALES		STOCKS
Depar omerro	April 1950	April	Change 1951/50	March 31 1951	Stock/Sales Ratio April 1951
	(\$ 000)	(\$ 000)	%	(\$ 000)	
TOTAL All Departments	67,453	75,057	+ 11.3	240,355	3.2
Women's and Misses' Dresses Women's and Misses' Coats and Suits. Women's and Misses' Sportswear Furs Girls' and Infants' Wear Lingerie and Corsets Aprons, Housedresses and Uniforms Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Shoes.	2,748 4,155 1,635 394 2,886 2,301 557 1,098 2,945 3,346	3,034 3,990 1,756 495 3,023 2,553 628 956 2,925 3,581	+ 10.4 - 4.0 + 7.4 + 25.6 + 4.7 + 11.0 + 12.7 - 12.9 - 0.7 + 7.0	6,336 6,247 5,463 4,561 8,714 8,248 1,298 1,393 8,833 13,632	2.1 1.6 3.1 9.2 2.9 3.2 2.1 1.5 3.0 3.8
Ladies Apparel and Accessories, TOTAL 1 - 10	22,065	22,941	+ 4.0	64,725	2.8
Men's Clothing Men's Furnishings Men's Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics, and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Dhina and Glassware Mome Furnishings Verniture Major Appliances Ladio and Music Mardware and Housewares Mewellery Men's Furnishings Men's And Drugs Men's And		2,827 2,652 2,158 1,336 4,749 1,525 186 2,121 2,202 1,416 830 5,358 4,275 4,239 932 5,167 1,209 2,165 805	+ 0.6 + 8.7 + 0.8 + 12.8 + 0.7 + 14.7 + 7.6 + 22.5 + 10.1 + 13.9 + 17.8 + 14.5 + 56.2 + 24.9 + 27.2 + 20.9 + 13.2 - 3.7	8,719 11,311 6,867 5,417 5,407 4,961 983 9,734 9,649 6,450 6,255 25,110 15,671 9,819 4,770 14,580 8,389 9,654 3,371	3.1 4.3 3.2 4.1 1.3 3.3 5.6 4.6 7.7 3.7 2.3 5.8 6.9 4.2

TE Canada totals do not include Newfoundland figures.

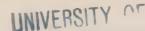
Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

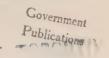




DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division OTTAWA





Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XVI - 5

DEPARTMENT STORE SALES AND STOCKS MAY, 1951

By Provinces

Sales of Canadian department stores totalled \$76,613,000 in May 1951, a gain of 4% compared with the May 1950 total of \$73,581,000.

Saskatchewan and Manitoba reported very large gains of 19% and 17% respectively. Other gains were more moderate, ranging from 8% in Alberta to 3% in British Columbia. Of the two declines recorded, only the 8% decrease in Maritime Provinces was of any magnitude.

Department Store Sales in May 1950 and 1951

Province	Sal	es	% Change,
TIOVINCE	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	73,581	76,613	+ 4.1
Maritime Provinces	6,189	5,669	- 8.4
Quebec	12,572	13,452	+ 7.0
Ontario	28,478	28,278	- 0.7
Manitoba	9,259	10,833	+ 17.0
Saskatchewan	3,387	4,041	+ 19.3
Alberta	4,571	4,914	+ 7.5
British Columbia	9,125	9,426	+ 3.3

By Departments

Nineteen of the 31 departments had increased sales volume in May 1951 compared with the same month a year ago. All men's, and most women's apparel departments, showed substantial increases in sales. A 19% gain in women's and misses' dresses, and a 17% gain in furs were the largest. Jewellery sales increased 17%. Photographic equipment and supplies sales were up 11%. Of the nine departments whose sales volume declined from the May 1950 level, the 20% decrease in major appliance sales was the largest. Furniture sales decreased 17%. These two latter results were due, in part, to credit regulation. Sales of stationery, books and magazines decreased 10%.

Inventory holdings at May 1, 1951 amounted to \$239,018,000, 23% above the level of those held on the same date a year ago, when stocks totalled \$194,640,000.

Prepared in the Merchandising and Services Section

DEPARTMENT STORES SALES AND STOCKS

May 1950 and May 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES			STOCKS
Department	May	May	Change	April 30	Stock/Sales R
	1950	1951	1951/50	1951	May 1951
	(\$000)	(\$000)	%	(\$000)	
		,			
TOTAL, All Departments	73,581	76,613	+ 4.1	239,018	3.1
1. Women's and Misses' Dresses	3,311	3,926	+ 18.6	6,154	1.6
2. Women's and Misses' Coats and Suits.	2,761	2,536	- 8.1	5,199	2.1
3. Women's and Misses' Sportswear	1,991	2,187	+ 9.8	6,780	3.1
4. Furs	230	270	+ 17.4	4,609	17.1
5. Girls' and Infants' Wear	2,653	2,916	+ 9.9	8,687	3.0
6. Lingerie and Corsets	2,785	2,981	+ 7.0	8,416	2.8
7. Aprons, Housedresses and Uniforms	825	777	- 5.8	1,441	1.9
8. Millinery	790	850	+ 7.6	1,098	1.3
9. Hosiery and Apparel Accessories	2,868	3,048	+ 6.3	8,519	2.8
10. Women's, Misses'and Children's Shoes	3,721	4,205	+ 13.0	13,021	3.1
11. Ladies' Apparel and Accessories,	0, 1,22	20000			
TOTAL 1 - 10	21,935	23,696	+ 8.0	63,924	2.7
	22,000	20,000		00,002	
12. Men's Clothing	2,526	2,568	+ 1.7	8,269	3.2
13. Men's Furnishings		3,148	+ 11.9	12,029	. 3.8
14. Boys' Clothing and Furnishings	1,868	1,976	+ 5.8	6,862	3.5
15. Men's and Boys' Shoes	1,339	1,475	+ 10.2	5,168	3.5
16. Food and Kindred Products	4,572	4,896	+ 7.1	5,124	1.0
17. Toiletries, Cosmetics, and Drugs	1,484	1,622	+ 9.3	4,992	3.1
18. Photographic Equipment and Supplies.	186	206	+ 10.8	1,005	4.9
19. Piece Goods	2,042	2,038	(a)	9,641	4.7
20. Linens and Domestics	2,375	2,302	- 3.1	9,912	4.3
21. Smallwares	1,443	1,382	- 4.2	6,529	4.7
22. China and Glassware	888	046	+ 6.5	6,455	6.8
23. Home Furnishings		5,618	+ 4.0	23,157	4.1
24. Furniture	5, 103	4,730	- 7.3	15,879	3.4
25. Major Appliances	3,230	2,582	- 20.1	9,467	3.7
26. Radio and Music	750	729	- 2.8	4,857	6.7
27. Hardware and Housewares	5,450	5. 776	+ 6.0	15,049	2.6
28. Jewellery	1,130	1,325	+ 17.3	8, 741	6.6
29. Sporting Goods and Luggage	2,477	2,459	- 0.7	10, 126	4.1
30. Stationery, Books and Magazines	864	778	- 10.0	3,483	4.5
31. All Other Departments	5, 703	6,361	+ 11.5	8,349	1.3
	59 705	0,001	7 11.0	0,049	1.00

NOTE: Canada totals do <u>not</u> include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division OTTAWA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XVI - No. 6

DEPARTMENT STORE SALES AND STOCKS

JUNE, 1951

By Provinces

June sales of Canadian department stores totalled \$69,530,000, 1% above last year's June total of \$69,170,000.

Increases in sales were recorded in all four western provinces, the two largest being 16% in Saskatchewan and 11% in Alberta. These gains were in sharp contrast with the decreases shown in eastern Canada. A 6% decrease in the Maritime Provinces was the largest.

Sales in the first half of 1951 amounted to \$410,590,000, 9% higher than in the first six months of 1950 when sales were \$377,490,000.

Department Store Sales in June 1950 and 1951

Descripes	Sa]	% Change,		
Province	1950	1951	1951/1950	
	(\$000) (\$000)			
CANADA	69,170	69,530	+ 0.5	
Maritime Provinces	5,070	4,790	- 5.5	
Quebec	11,360	11,300	- 0.5	
Ontario	26, 150	25,060	- 4.2	
Manitoba	10,050	10,490	+ 4.4	
Saskatchewan	3,200	3,700	+ 15.6	
Alberta	4,420	4,910	+ 11.1	
British Columbia	8,920	9,280	+ 4.0	

Prepared in the Merchandising and Services Section

MITO

By Departments

Changes in sales volume varied considerably, approximately half of the departments showing increases.

Sales of photographic equipment increased 14%. Toiletries, cosmetic and drug department sales were up 12%. A 9% gain in china and glassware was the only other substantial increase.

Clothing departments reported widely varied changes in sales volume. These ranged from a 7% increase in hosiery and apparel accessories to an 18% decrease in aprons, housedresses and uniforms.

Most decreases were quite moderate. However, there was a 25% decline in sales of major appliance departments.

The value of department store stocks at June 1, 1951 was \$235,230,000, 24% above their value on the same date in 1950 when they totalled \$189,030,000.

Department Store Sales - January-to-June 1950-1951

Province	Sale	% Change,	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	377,490	410,590	+ 8.8
Maritime Provinces	27,610	27,050	- 2.0
Quebec	62,140	67,830	+ 9.2
Ontario	142,240	151,740	+ 6.7
Manitoba	53,960	61,550	+ 14.1
Saskatchewan	18,170	20,030	+ 10.2
Alberta	25,050	28,470	+ 13.7
British Columbia	48,320	53,920	+ 11.6

(i) The difference between the totals in the above table and those on page 4 is due to the revision of provincial figures.

DEPARTMENT STORE SALES AND STOCKS

June 1950 and June 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

					
Don and won to	SALES				STOCKS
Department	June 1950	June 1951	% Change 1951/50	May 31	Stock/Sales Ratio June 1951
	(\$000)	(\$000)		(\$000)	
TOTAL, All Departments	69,170	69,530	+ 0.5	235, 230	3.4
. Women's and Misses' Dresses	3,630	3,600	- 0.8	5,150	1.4
. Women's and Misses' Coats and Suits.	1,300	1,100	- 15.4	3,840	3.5
. Women's and Misses' Sportswear	2,110	2,230	+ 5.7	5,730	2.6
• Furs	160	140	- 12.5	4,680	33.4
. Girls' and Infants' Wear	2,350		+ 4.7	8,350	3.4
. Lingerie and Corsets	2,760	2,770	+ 0.4	7,770	2.8
· Aprons, Housedresses and Uniforms	980	800	- 18.4	1,420	1.8
. Millinery	590	580	- 1.7	970	1.7
. Hosiery and Apparel Accessories	2,430	1	+ 7.0	8,070	3.1
. Women's, Misses' and Children's Shoes	3,470	3,470	(a)	12,590	3.6
. Ladies' Apparel and Accessories, TOTAL 1 - 10	19,780	19,750	- 0,2	58,570	3 .0
. Men's Clothing	2,480	2,450	- 1.2	9,190	3.8
Men's Furnishings	3,400		+ 1.8	11,920	3 4
Boys' Clothing and Furnishings	1,600		- 0.6	6,870	4.3
. Men's and Boys' Shoes	1,300	1,380	+ 6.2	5,110	3.7
. Food and Kindred Products	4,330	4,660	+ 7.6	5,030	1.1
. Toiletries, Cosmetics, and Drugs	1,510	1,690	+ 11.9	4,900	2.9
. Photographic Equipment and Supplies.	220	250	+ 13.6	1,000	4.0
. Piece Goods	1,890	1,820	- 3.7	9,530	5.2
. Linens and Domestics	2,290	2,370	+ 3.5	9,920	4.2
. Smallwares	1,340	1,350	+ 0.7	6,330	4.7
. China and Glassware	980	1,070	+ 9.2	6,770	6.3
. Home Furnishings	4,510	4,510	(a)	23,320	5.2
• Furniture	4,660	4,440	- 4.7	15,430	3.5
• Major Appliances	2,870	2,150	- 25.1	10,520	4.9
. Radio and Music	660	670	+ 1.5	5,160	7.7
. Hardware and Housewares	4,890	5,040	+ 3.1	14,910	3.0
Jewellery	1,400	1	- 2.1	8,700	6.4
Sporting Goods and Luggage	2,700	2,590	= 4.1	10,050	3.9 4.5
. Stationery, Books and Magazines	810 5,550	780 6,140	- 3.7 + 10.6	3,520 8,480	1.4
. All Other Departments	0,000	0,140	1 10.0	0, ±00	102

TE: Canada totals do not include Newfoundland figures.

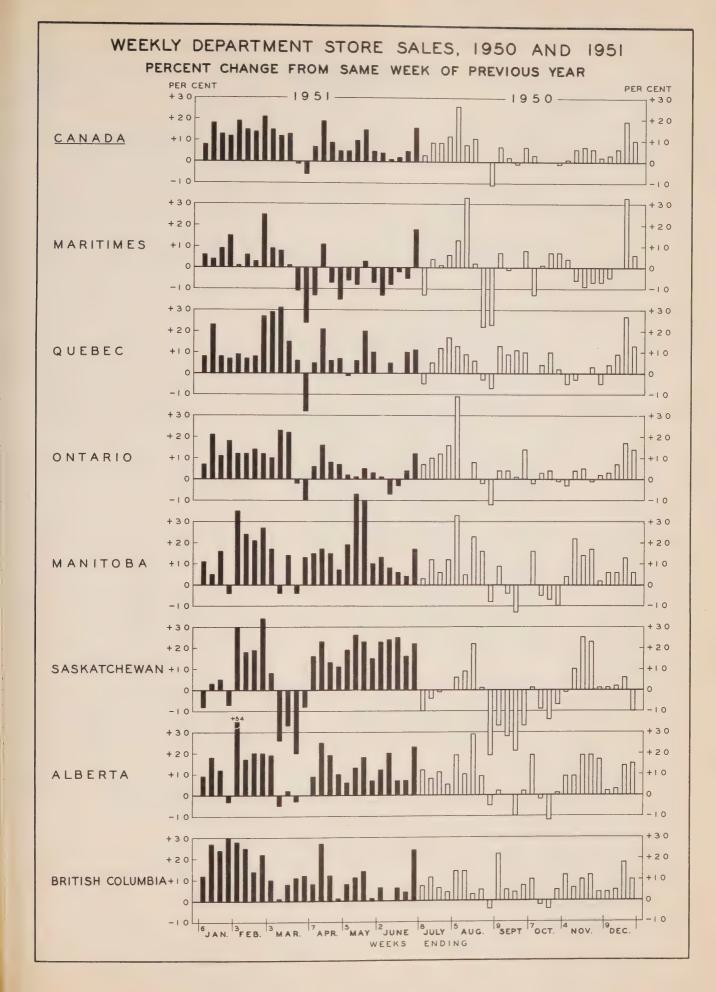
Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

Change of less than .05 per cent.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-June 1950 and January-to-June 1951

		SALES	
Department	Janto-June 1950 (\$000)	Janto-June 1951 (\$000)	% Change 1951/1950
TOTAL, All Departments	377,500	410,440	+ 8.7
1. Women's and Misses' Dresses 2. Women's and Misses' Coats and Suits 3. Women's and Misses' Sportswear 4. Furs 5. Girls' and Infants' Wear 6. Lingerie and Corsets 7. Aprons, Housedresses and Uniforms 8. Millinery 9. Hosiery and Apparel Accessories 10. Women's, Misses' and Children's Shoes 11. Ladies' Apparel and Accessories, TOTAL 1 - 10 12. Men's Clothing 13. Men's Furnishings 14. Boys' Clothing and Furnishings	16,060 14,620 9,590 3,500 13,310 14,200 3,900 4,030 13,950 16,680 109,840 13,640 14,760 9,420	17,260 14,260 10,440 4,010 14,500 15,240 3,690 4,260 15,310 18,210 117,180 14,850 15,840 10,020	+ 7.5 - 2.5 + 8.9 + 14.6 + 8.9 + 7.3 - 5.4 + 5.7 + 9.7 + 9.2 + 6.7 + 8.9 + 7.3 + 6.4
15. Men's and Boys' Shoes 16. Food and Kindred Products 17. Toiletries, Cosmetics, and Drugs 18. Photographic Equipment and Supplies 19. Piece Goods 20. Linens and Domestics 21. Smallwares 22. China and Glassware 23. Home Furnishings 24. Furniture 25. Major Appliances 26. Radio and Music 27. Hardware and Housewares 28. Jewellery 29. Sporting Goods and Luggage 30. Stationery, Books and Magazines 31. All Other Departments	6,250 27,680 8,600 1,030 12,540 13,900 8,560 4,600 25,720 25,010 15,610 4,900 23,990 6,370 10,360 5,250 29,470	7,050 7,050 30,080 9,650 1,180 12,670 15,520 8,900 5,080 28,520 25,920 18,550 5,580 27,520 7,220 11,090 5,240 32,780	+ 12.8 + 8.7 + 12.2 + 14.6 + 1.0 + 11.7 + 4.0 + 10.4 + 10.9 + 3.6 + 18.8 + 13.9 + 14.7 + 13.3 + 7.0 - 0.2 + 11.2

NOTE: Canada totals do not include Newfoundland figures.





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DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

Government Publications

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XVI - No. 7

DEPARTMENT STORE SALES AND STOCKS

JULY, 1951

By Provinces

Sales of Canadian department stores totalled \$54,490,000 in July 1951, practically unchanged from the July 1950 total of \$54,780,000.

An 11% gain in Saskatchewan was the largest increase reported, followed by more moderate increases in Alberta, Quebec and the Maritime Provinces. The 4% decrease in British Columbia was the largest of three reported.

Department Store Sales in July 1950 and 1951

Duani na a	Sa:	% Change,	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	54,780	54,490	- 0.5
Maritime Provinces	3,790	3,870	+ 2.1
Quebec	7,850	8,090	+ 3.1
Ontario	19,610	19,050	- 2.9
Manitoba	9,010	8,910	- 1.1
Saskatchewan	2,390	2,640	+ 10.5
Alberta	3,830	3,990	+ 4.2
British Columbia	8,300	7,940	- 4.3

By Departments

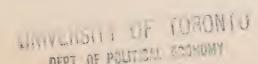
The majority of departments had larger sales volume in July 1951 compared with July 1950. Photographic equipment sales were up 15%, An increase of 14% in women's, misses' and children's shoes was the largest of nine shown by apparel departments. Boys' clothing and furnishing sales increased 11%.

A 41% decrease in major appliance sales was by far the largest of the eleven reported. Fur department sales declined 17%. Decreases of 13% in aprons, housedresses and uniforms, and of 9% in radio and music departments were the only other ones of any size.

Inventory holdings at July 1, 1951 amounted to \$221,460,000, 24% above the level of those held on the same date a year ago, when stocks totalled \$178,280,000.

Prepared in the Merchandising and Services Section

Year's Subscription, \$1.00 Single Copies, .15



DEPARTMENT STORE SALES AND STOCKS

July 1950 and July 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES			STOCKS
Department	July	July	Change	June 30	Stock/Sales Ratio
	1950	1951	1951/50	1951	July 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, All Departments	54,770	54,490	= 0.5	221,460	4.1
. Women's and Misses' Dresses	2,070	2,120	+ 2.4	3,960	1.9
2. Women's and Misses' Coats and Suits.	810	750	- 7.4	3,140	4.2
3 Women's and Misses' Sportswear	1,510	1,630	+ 7.9	5,080	3.1
4. Furs	580	480		4,500	9.4
5. Girls' and Infants' Wear	1,500	1,670	+ 11.3	7,560	4.5
Lingerie and Corsets	2,080	2,190	+ 5.3	6,870	3.1
7 Aprons, Housedresses and Uniforms	640	560	- 12.5	1,240	2.2
& Millinery	300	310	+ 3.3	780	2.5
9. Hosiery and Apparel Accessories	1,750	1,770	+ 1.1	7,550	4.3
10. Women's, Misses' and Children's Shoes	1,850	2,100	+ 13.5	11,710	5.6
11. Ladies' Apparel and Accessories,				The state of the s	
TOTAL 1 - 10	13,090	13,580	+ 3.7	52,390	3.9
12. Men's Clothing	1,700	1,700	(a)	8,540	5.0
13. Men's Furnishings	2,300	2,260		11,110	
14. Boys' Clothing and Furnishings	950	1,050		6,390	
15, Men's and Boys' Shoes	. 890	970		4,680	4.8
16. Food and Kindred Products	4,420	1	1	4,460	1.0
17. Toiletries, Cosmetics, and Drugs	1,430	1,500	-	4,690	3.1
18. Photographic Equipment and Supplies.	200	230	1	970	4.2
19. Piece Goods	1,360	1,340	- 1.5	9,080	6.8
20. Linens and Domestics	2,330	2,310	- 0.9	9,080	3.9
21. Smallwares	1,060	1,160	+ 9.4	5,870	5.1
22. China and Glassware	990	1,030	+ 4.0	6,830	6.6
23, Home Furnishings	5,690	3,580	- 3.0	22,730	6.3
24 Furniture	4,350	4,160	- 4.4	15,050	3.6
25 Major Appliances	3,140	1,850	- 41.1	10,420	5.6
26. Radio and Music	670			4,710	
27. Hardware and Housewares	3,990		1	14,150	I
28. Jewellery	1,070			8,580	
29 Sporting Goods and Luggage	2,090	2,010	1	9,940	
30. Stationery, Books and Magazines	670		1	3,450	
31. All Other Departments	4,380	4,810	+ 9.8	8,340	1.7

NOTE: Canada totals do not include Newfoundland figures.
(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division
OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

AUGUST, 1951

By Provinces

August 1951 sales of Canadian department stores totalled \$61.520,000, virtually unchanged from the August 1950 total of \$61,350,000. This was the third successive month in which sales remained practically unchanged from the comparable month a year ago.

In contrast with quite moderate changes in other sections of the country, sales were up 17% in Saskatchewan and 10% in Alberta. A 4% decrease in Ontario was the largest decline recorded.

Department Store Sales in August 1950 and 1951

Providence	Sale	% Change,	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	61,350	61,520	+ 0.3
Maritime Provinces	4,150	4,060	- 2.2
Quebec	9,500	9,690	+ 2.0
Ontario	22,390	21,450	- 4.2
Manitoba	9,690	9,580	- 1.1
Saskatchewan	2,670	3,120	+ 16.9
Alberta	4,270	4,710	+ 10.3
British Columbia	8,680	8,910	+ 2.6

By Departments

Apparel departments showed general strengthening of sales in August. Eleven of the fourteen departments reported sales gains, five of which were in excess of 10%. A 21% increase in boys' clothing and furnishings was the largest. Girls' and infants' wear sales were up 19% and women's and misses' sportswear, and women's, misses' and children's shoe sales both increased 18%.

Other large increases were those for photographic equipment and supplies (21%), stationery, books and magazines (16%) and smallwares (12%).

Of 10 declines in sales volume, a 38% decrease in major appliances, and a 32% decrease in fur department sales were by far the largest. Radio and music sales decreased 16% and furniture sales, 11%.

The value of department store stocks at August 1, 1951 was \$221,600,000, 23% above their value on August 1, 1950 when they totalled \$180,691,000.

Prepared in the Merchandising and Services Section

DEPARTMENT STORE SALES AND STOCKS

August 1950 and August 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

DUOCKS are	00 801.	TIME AND			
		SALES			STOCKS
Department	August 1950	August 1951	Change 1951/50	July 31 1951	Stock/Sales Ratio August 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	61,350	61,520	+ 0.3	221,600	3.6
1. Women's and Misses' Dresses	1,970	2,130	+ 8.1	3,520	1.7
2. Women's and Misses' Coats and Suits.	1,510	1,440	- 4.6	3,940	2.7
3. Women's and Misses' Sportswear	1,580	1,870	+ 18.4	5,270 6,400	2.8
4. Furs 5. Girls' and Infants' Wear	1,440	2,510	+ 19.0	7,990	3.2
6. Lingerie and Corsets	2,010	2,180	+ 8.5	6,690	3.1
7. Aprons, Housedresses and Uniforms	450	410	- 8.9	970	2.4
8. Millinery	610	630	+ 3.3	890	1.4
9. Hosiery and Apparel Accessories	2,070		+ 4.3	7,630	3.5
10. Women's, Misses' and Children's Shoes	2,310	2,730	+ 18.2	11,350	4.2
11. Ladies' Apparel and Accessories, TOTAL 1 - 10		17,040	+ 6.1	54,650	3.2
TOTALL TO	10,000	17,9040	1 001	04,000	0 0 0
12. Men's Clothing	1,580	1,600	+ 1.3	8,450	5.3
13. Men's Furnishings	2,130	2,260	+ 6.1	11,160	4.9
14. Boys' Clothing and Furnishings	1,370	1,660	1+ 21.2	6,540	3.9
15. Men's and Boys' Shoes	940	1,040	+ 10.6	4,560	4.4
16. Food and Kindred Products	4,540	4,770	+ 5.1	4,530	0.9
17. Toiletries, Cosmetics, and Drugs	1,420	1,500	+ 5.6	4,680	3.1
18. Photographic Equipment and Supplies.	190	230	+ 21.1	940	4.1
19. Piece Goods	1,590		+ 0.6	8,940	5.6
20. Linens and Domestics	2,730		- 2.6	8,780	
21. Smallwares	1,150		+ 12.2	5,740	4.4
22. China and Glassware	1,180	1,200	+ 1.7	7,160	6.0
23. Home Furnishings	4,130	3,900	- 5.6	22,160	5.7
24. Furniture	5,300	4,720	- 10.9	14,510	3.1
25. Major Appliances	3,210	2,000	- 37.7 - 15.9	10,400	5.2
27. Hardware and Housewares	4,380		- 2.7	4,570	3.1
28. Jewellery	1,250	1,280	+ 2.4	8,640	6.8
29. Sporting Goods and Luggage	1,840	1,800	- 2.2	10,100	
30. Stationery, Books and Magazines	920	1,070	+ 16.3	3,600	3.4
31. All Other Departments	4,560	4,900	+ 7.5	8,360	1.7
		1		11	

NOTE: Canada totals do not include Newfoundland figures.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



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Industry and Merchandising Division OTTAWA

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DEPARTMENT STORE SALES AND STOCKS SEPTEMBER, 1951

By Provinces

An 8% decline in sales was reported by Canadian department stores in September 1951, sales volume of \$72,420,000 comparing with \$78,320,000 in September 1950.

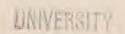
Sales were up 2% in Alberta. All other provinces recorded declines, the 25% decrease in the Maritime Provinces being by far the largest.

In the first nine months of 1951, sales increased 5%, from \$571,930,000 in January-September 1950 to \$598,980,000 in the same period of 1951.

Department Store Sales in September 1950 and 1951

Province	Sa	% Change,	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	78,320	72,420	- 7 .5
Maritime Provinces	5,650	4,260	- 24.6
Quebec	13,290	12,140	- 8.7
Ontario	29,120	26,290	- 9.7
Manitoba	11,260	10,990	- 2.4
Saskatchewan	3,700	3,540	- 4.3
Alberta	5,260	5,380	+ 2.3
British Columbia	10,040	9,820	- 2.2

Prepared in the Merchandising and Services Section



By Departments

Of the five departments showing increased sales volume in September 1951, a 9% gain in toiletries, cosmetics and drugs was the largest.

Three declines in excess of 25% were reported; 41% for major appliances, 32% for furs and 27% for radio and music departments. Six other departments had decreases ranging from 10% to 20%.

The value of department store stocks at August 31, 1951 was \$232,900,000, 21% above their value on the same date in 1950 when they totalled \$192,584,000.

Department Store Sales - January-to-September 1950-1951

December	Sal	% Change,	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	571,930	598,980	+ 4.7
Maritime Provinces	41,200 92,780	39,240 97,750	- 4.7 + 5.4
Ontario	213,350	218,480	+ 2.4
Manitoba Saskatchewan	83,920	91,030	+ 8.5
Alberta	26,930 38,410	29,330 42,540	+ 8.9 + 10.8
British Columbia	75,340	80,610	+ 7.0

⁽i) The difference between the totals in the above table and those on page 4 is due to the revision of provincial figures.

DEPARTMENT STORE SALES AND STOCKS

September 1950 and September 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

- COOKS GIVE	TO BOLL	rug vare	ue .		
Deventuent		SALES			STOCKS
. Department	Sept.	Sept.	% Change		Stock/Sales Ratio
	1950	1951	1951/50		September 1951
	(\$000°	(\$000)		(\$000)	
TOTAL, All Departments	78,320	72,420	- 7.5	232,900	3.2
1. Women's and Misses' Dresses	2,340	2,320	- 0.9	4,180	1.8
2. Women's and Misses' Coats and Suits.	2,970	2,610	- 12.1	5,510	2.1
3. Women's and Misses' Sportswear	2,020	2,010	- 0.5	5,740	2.9
4. Furs	1,870	1,280	- 31.6	7,100	5.5
5. Girls' and Infants' Wear	4,710	4,390	- 6.8	9,370	2.1
5. Lingerie and Corsets	2,660	2,570	- 3.4	7,340	2.9
7. Aprons, Housedresses and Uniforms	450	430	- 4.4	890	2.1
3. Millinery	1,200	1,160		1,170	1.0
Hosiery and Apparel Accessories	3,130	3,180		8,810	2.8
). Women's, Misses' and Children's Shoes	3,480	3,450	- 0.9	12,400	3.6
L. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	24,830	23,400	- 5.8	62,510	2.7
Men's Clothing	2,860	2,480	- 13.3	8,910	3.6
5. Men's Furnishings	3,640	3,230		12,910	4.0
t. Boys' Clothing and Furnishings	2,510	2,340		7,620	3.3
. Men's and Boys' Shoes	1,270	1,190		5,050	4.2
Food and Kindred Products	4,500	4,730		4,670	0.9
V. Toiletries, Cosmetics and Drugs	1,450	1,580		4,670	3.0
h. Photographic Equipment and Supplies.	190	200	+ 5.3	860	4.3
Piece Goods	2,060	1,880	- 8.7	9,470	5.0
Linens and Domestics	3,340	2,860	- 14.4	8,950	3.1
Smallwares	1,560	1,570		5,770	3.7
China and Glassware	1,070	1,070	(a)	7,000	6.5
. Home Furnishings	4,770	4,310	- 9.6	22,260	5.2
Furniture	4,930	4,310	- 12.6	13,340	3.1
2. Major Appliances	3,790	2,230	- 41.2	9,740	4.4
Radio and Music	1,250	910	- 27.2	4,510	5.0
2. Hardware and Housewares	4,260	4,170	- 2.1	12,290	2.9
3. Jewellery	1,430	1,300		8,750	6.7
3. Sporting Goods and Luggage	1,920	1,800	- 6.2	11,270	6.3
3. Stationery, Books and Magazines	1,340	1,330	1	3,900	2.9
3. All Other Departments	5,350	5,530	1	8,450	1.5

VIE: Canada totals do not include Newfoundland figures.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

⁽⁾ Change of less than .05 per cent.

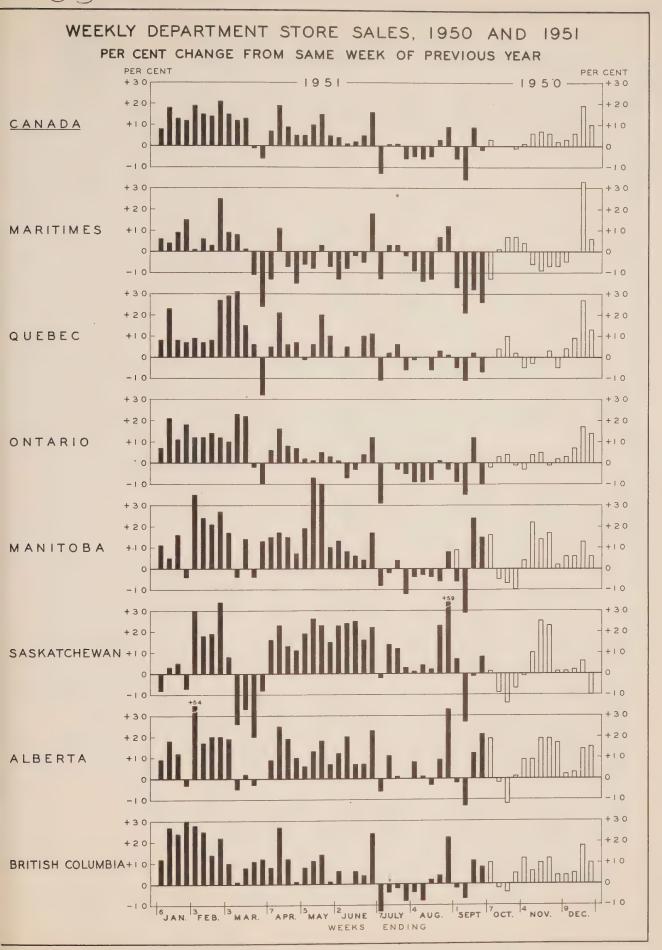
DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-September 1950 and January-to-September 1951

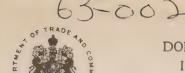
	SALES				
Department	Janto-Sept.	Janto-Sept.	% Change 1951/1950		
	(\$000)	(\$000)			
TOTAL, All Departments	571,940	598,870	+ 4.7		
1. Women's and Misses' Dresses 2. Women's and Misses' Coats and Suits . 3. Women's and Misses' Sportswear 4. Furs 5. Girls' and Infants' Wear 6. Lingerie and Corsets 7. Aprons, Housedresses and Uniforms 8. Millinery 9. Hosiery and Apparel Accessories 10. Women's, Misses' and Children's Shoes	22,440 19,910 14,700 7,390 21,630 20,950 5,440 6,140 20,900 24,320	23,830 19,060 15,950 6,750 23,070 22,180 5,090 6,360 22,420 26,490	+ 6.2 - 4.3 + 8.5 - 8.7 + 6.7 + 5.9 - 6.4 + 7.3 + 8.9		
11. Ladies Apparel and Accessories, TOTAL 1 - 10	163,820	171,200	+ 4.5		
12. Men's Clothing	19,780 22,830 14,250 9,350 41,140 12,900 1,610 17,550 22,300 12,330 7,840 38,310 39,590 25,750 7,700 36,620 10,120 16,210 8,180	20,630 23,590 15,070 10,250 44,050 14,230 1,840 17,490 23,350 12,920 8,380 40,310 39,110 24,630 7,840 40,010 10,940 16,700 8,310	+ 4.3 + 3.3 + 5.8 + 9.6 + 7.1 + 10.3 + 14.3 - 0.3 + 4.8 + 6.9 + 5.2 - 1.2 - 4.3 + 9.3 + 9.5 + 3.0 + 1.6		

NOTE: Canada totals do not include Newfoundland figures.

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MERCHANDIOING FILE D. DOMINION BUREAU OF STATISTIC

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UNIVERSITY OF TORONTO GE POLITICAL ECONOMY

DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1951

By Provinces

Sales of Canadian department stores totalled \$81,290,000 in October 1951, down 3% from the October 1950 total of \$83,710,000.

All provinces reported declines in sales, an 8% decrease in the Maritime Provinces being the largest. None of the other decreases exceeded 5%.

Department Store Sales in October 1950 and 1951

		Sales		
Province	1950	1951	1951/1950	
	(\$000)	(\$000)		
CANADA	83,710	81,290	- 2.9	
Maritime Provinces	6,010	5,530	- 8.0	
Quebec	12,860	12,780	- 0.6	
Ontario	29,860	29,140	- 2.4	
Manitoba	12,880	12,510	- 2.9	
Saskatchewan	4,910	4,870	- 0.8	
Alberta	6,300	6,000	- 4.8	
British Columbia	10,890	10,460	- 3.9	

By Departments

A 19% increase in photographic equipment and supplies was the largest of the 15 departmental increases recorded. Toiletries, cosmetics and drug department sales were up 11%. Most appared departments showed increased sales volume, ranging up to 8% for women's, misses' and children's shoes, and girls' and infants! wear.

Six departments had sales declines in excess of 10%, a 32% decrease major appliances being the largest. Radio and music department sales were down 27%, furniture 19%, furs 17%, aprons, housedresses and uniforms 16%, and home furnishings 12%.

Inventory holdings at October 1, 1951 amounted to \$234,890,000, 26% above the level of those held on the same date a year ago, when stocks totalled \$186,693,000.

October 1950 and October 1951

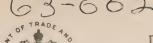
These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Stocks are at	selling	value.		1		
		SALES			STOCKS	
	Oct.	Oct.	Change		Stock, Sales R	
Department	1950	1951	1951/50	1951	October 195	1
	(\$000)	(\$000)	%	(\$000)		
	83,710	81,290	- 2.9	234,890	2.9	
1. Women's and Misses' Dresses	2,360	2,430	+ 3.0	4,050	1.7	
2. Women's and Misses'Coats and Suits	3,600	3,450	- 4.2	5,170	1.5	
3. Women's and Misses' Sportswear	1,830	1,910	+ 4.4	4,910	2.6	
4. Furs	1,940	1,620	-16.5	6,780	4.2	
5. Girls' and Infants' Wear	5,420	5,840	+ 7.7	10,730	1.8	
6. Lingerie and Corsets	2,930	3,000	+ 2.4	7,540	2.5	
7. Aprons, Housedresses and Uniforms	490	410	-16.3	890	2.2	
8. Millinery	930	970	+ 4.3	1,160	1.2	
9. Hosiery and Apparel Accessories	3,310	3,500	÷ 5.7	8,970	2.6	
10. Nomen's, Misses'and Children's Shoes	3,580	3,850	÷ 7.5	12,440	3 . 2	
11. Ladies'Apparel and Accesories, TOTAL 1 = 10	26,390	26,980	+ 2.2	62,640	2.3	
12. Men's Clothing	3,250	2,970	- 8,6	9,420	3.2	
13. Men's Furnishings	4,580	4,600	+ 0,4	13,920	3.0	
14. Boys' Clothing and Furnishings	2,970	3,060	+ 3.0	8,240	2.7	
15. Men's and Boys' Shoes	1,440	1,490	+ 3.5	5,320	3 . 6	
16. Food and Kindred Products	4,900	5,300	+ 8.2	4,420	0.8	
17. Toiletries, Cosmetics, and Drugs	1,500	1,660	+10.7	4,620	2.8	
18. Photographic Equipment and Supplies	160	190	+18.8	900	4.7	
19. Piece Goods	2,250	2,070	- 8.0	9,070	4.4	
20. Linens and Domestics	3,240	3,010	- 7.1	8,640	2.9	
21. Smallwares	1,830	1,730	- 5.5	5,890	3.4	
22. China and Glassware	970	990	+ 2.1	7,160	7.2	
23. Home Furnishings	5,310	4,700	-11.5	21,910	4.7	
24. Furniture	5,050	4,110	-18.6	12,700	3.1	
25. Major Appliances	3,120	2,120	-32.1	8,770	4.1	
26. Radio and Music	1,290	940	-27.1	4,810	5.1	
27. Hardware and Housewares	4,360	4,090	- 6.2	12,120	3.0	
28. Jowellery	1,350	1,320	- 2.2	8,740	6.6	
29. Sporting Goods and Luggage	2,250	2,090	- 7.1	12,390	5.9	
30. Stationery, Books and Magazines	1,070	1,110	+ 3.7	3,880	3.5	
31. All Other Departments	6,430	6,760	+ 5.1	9,330	1.4	

NOTE: Canada totals do not include Newfoundland figures.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



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DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

NOVEMBER, 1951

By Provinces

November sales of Canadian department stores totalled \$101,900,000, 4% above last year's November total of \$98,170,000. This was the first monthly increase recorded since June 1951.

All regions, with the exception of the Maritime Provinces, reported increased sales in November 1951 compared with November 1950. Gains of 10% in both Ontario and British Columbia were the largest recorded. All other provincial increases were quite moderate. Sales declined 2% in the Maritime Provinces.

Department Store Sales in November 1950 and 1951

	Sale	% Change	
Province	1950	1951	1951/1950
	(\$000)	(\$000)	
CANADA	98,170	101,900	+ 3.8
Maritime Provinces	6,910	6,790	- 1.7
Quebec	14,750	16,220	+ 10.0
Ontario	37,580	38,560	+ 2.6
Manitoba	15,750	15,780	+ 0.2
Saskatchewan	5,160	5,200	+ 0.8
Alberta	6,590	6,810	+ 3.3
British Columbia	11,430	12,540	+ 9.7

By Departments

Only eight of the 31 departments failed to show increased sales volume in November 1951 compared with November 1950. A 22% increase for photographic equipment and supply departments was the largest gain reported. Toiletry cosmetic and drug department sales were up 14%. Food, sporting goods and luggage, hosiery and apparel accessory, and girls' and infants' wear departments all had increases of 11%.

A 16% decrease in sales of major appliances was the largest of the declines. Women's and misses' coat and suit sales were off 10%.

The value of department store stocks held at the beginning of November 1951 was \$241,460,000, 16% above their value on the same date in 1950 when they totalled \$207,336,000.

Prepared in Merchandising and Services Section

Department Store Sales and Stocks

November 1950 and November 1951

These figures are estimates of total department store sales and stocks. Stocks are at selling value.

		THE PERSON NAMED AND POST OF	257 TOT 7 1 WARE TREET, 15						
Company Control of the Control of th		SALES		ST	госкѕ				
Department	Nov.	Nov. 1951	Change 1951/50	Oct. 31 1951	Stock/Sales Ratio Nov.1951				
	(\$000)	(\$000)	%	(\$000)					
TOTAL, ALL DEPARTMENTS	98,170	101,900	+ 3.8	241,460	2.4				
TO TISE, (EAST DESTRUCTION OF THE CONTROL OF THE CO	endorm marintur sancta e 3 m m quantinamen		1 7 7	4 200	1 7				
1. Women's and Misses' Dresses	2,410 2,900	2,500	+ 3.7	4,220 4,090	1.7				
3. Women's and Misses' Sportswear	1,980	2,150	+ 8.6	5,080	2.4				
4. Furs	2,820 5,160	2,820 5.700	(a) + 10.5	6,140 9,760	1.7				
5. Girls' and Infants' Wear	3,510	3,840	+ 9.4	8,250	2.1				
7. Aprons, Housedresses and Uniforms	510	520	+ 2.0	930	1.8				
8. Millinery	850	920	+ 8.2	1,160	2.1				
9. Hosiery and Apparel Accessories	4,250 4,550	4,700	+ 10.6	9,780	2.7				
10. Women's, Misses' and Children's Shoes	1,000	1,010		,	,				
	Application research and the second s								
TOTAL 1 - 10	28,940	30,610	+ 5.8	62,370	2.0				
10 10 1 01 1	7 000	2 570	2 1	30.000	2.7				
12. Men's Clothing	3,820 6,010	3,730 6,520	+ 2.4 + 8.5	10,080	2.2				
14. Boys' Clothing and Furnishings	3,170	3,370	+ 6.3	7,830	2.3				
15. Men's and Boys' Shoes	2,130	2,160	+ 1.4	5,490	2.5				
16. Food and Kindred Products	5,960	6,610	+ 10.9	4,880	0.7				
17. Toiletries, Cosmetics and Drugs	2,000	2,280	+ 14.0	5,480	2.4				
18. Photographic Equipment and Supplies	230	280	+ 21.7	970 8,830	3.5				
19. Piece Goods	3,360	3,320	- 1.2	8.740	2.6				
21. Smallwares	2.090	2,210	+ 5.7	6,190	2.8				
22. China and Glassware	1,210	1,230	1	7,380	6.0				
23. Home Furnishings	5,560	5,240	- 5.8	21,410	4.1				
24. Furniture	4,620	4,370,	· ·	13,050	3.0				
25. Major Appliances	2,850	2,390	- 16.1	8,610	3.4				
26. Radio and Music	1,490	1,520	+ 2.0	5,160	2.8				
28. Jewellery	2,280	2,300	1	9,190	4.0				
29. Sporting Goods and Luggage	5,240	5,790	1	14,240	2.5				
30. Stationery, Books and Magazines	1,950	2,140		4,900	2.3				
31. All Other Departments	8,540	9,170	+ 7.4	9,880	1.1				
	ļ			1					

Note. Canada totals do not include Newfoundland figures.
(a) Change of less than .05 per cent.

Stock Sales Ratios — are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

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DEPARTMENT STORE SALES AND STOCKS DECEMBER, 1951

By Provinces

Christmas buying in Canadian department stores reached \$119,770,000 in December 1951, only 0.8 % higher than the sales of \$118,870,000 reported for the same month last year. Saskatchewan's increase of 9.1 % was the largest followed by British Columbia and Alberta with sales increases of 6.7% and 6.0% respectively. Sales were 1.6 % lower than in December of 1950 in both Quebec and Ontario.

Department store sales reached a new high of \$901,940,000 in 1951, a 3.4 % increase over 1950. Alberta's increase of 7.6% was the largest for 1951. It is interesting to note in this respect that Alberta has shown larger annual increases in department store sales than any other province since 1948. Saskatchewan's department store sales which last year showed the largest decline of all provinces now ranked second with a 6.8% increase. The only region to record a drop was the Maritime Provinces where sales decreased 4.1% over 1950. Cumulative figures by regions are shown in the table on page 2, and those for departments appear on page 4.

Department Store Sales in December 1950 and 1951

Province	St	Change,	
	1950	1951	1951/1950
	\$000	\$000	%
CANADA	118,870	119,770	+ 0.8
Maritime Provinces	8,490 19,230	8,470 18,920	- 0.2 - 1.6
Ontario	44,290	43,580	- 1.6
Manitoba	17,860 5.510	17,790 6,010	- 0.4 + 9.1
Alberta	7,860	8,330	+ 6.0
British Columbia	15,630	16,670	+ 6.7

Prepared in Merchandising and Services Section

POLITICAL EDGLORY

By Departments

Sales increased in 17 of the 30 departments in December 1951 compared with December 1950. The 8.7% gain in toiletries, cosmetics and drugs department sales was the largest reported. Men's furnishings and sporting goods and luggage increased 7.4% and 7.9%. Sales of major appliances dropped 35.8%, the largest decrease reported. Radio and music, home furnishings and furniture departments followed with declines of 11.6%, 10.4% and 10.3% respectively.

Inventory holdings of department stores at November 30, 1951, amounted to \$225,550,000, 10.4% above the level of those held on the same date a year ago, when stocks totalled \$204,280,000.

Department Store Sales - January to December 1950-1951

	Sal		
Province	1950	1951	Change, 1951/1950
	\$000	\$000	%
CANADA	872,680	901,940	+ 3.4
Maritime Provinces Quebec Ontario Manitoba Saskatchewan Alberta British Columbia	62,600 139,630 325,070 130,410 42,510 59,160 113,300	60,040 145,670 329,730 137,110 45,410 63,680 120,300	- 4.1 + 4.3 + 1.4 + 5.1 + 6.8 + 7.6 + 6.2

Note: The difference between the totals in the above table and those on page 4 is due to the revision of provincial figures.

Department Store Sales and Stocks

December 1950 and December 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

	· · · · · · · · · · · · · · · · · · ·					
			SALES		ST	TOCKS
	Department			01		Stock/Sales
		Dec.	Dec.	Change	Nov.30	Ratio
		1950	1951	1951/50	1951	Dec. 1951
		(\$000)	(\$000)	%	(\$000)	
		(40000)	(40000)	/0	(\$000)	
	TOTAL, ALL DEPARTMENTS	118.870	119.770	+ 0.8	225,550	1.9
	Women's and Misses' Dresses	3,010			4,110	1.4
	Women's and Misses' Coats and Suits	1,470			3,300	2.5
	Women's and Misses' Sportswear	2,860			4,880	1.6
4.	Furs	2,170	1,910		4,670	2.4
	Girls' and Infants' Wear	5,020	5,440 5,200		8,690	1.6
7	Lingerie and Corsets	4,850			7,600 890	1.5
	Millinery	750			1,010	1.3
9.	Hosiery and Apparel Accessories	6,940			9,340	1.3
0.	Women's, Misses' and Children's Shoes	4,310	4,440		11,920	2.7
11.	Ladies' Apparel and Accessories,	-,				
	TOTAL 1 - 10	32,120	33,010	+ 2.8	56,410	1.7
	Men's Clothing	3,640	3,290		9,160	2.8
.3.	Men's Furnishings	9,050	9,720	+ 7.4	13,170	1.4
4.	Boys' Clothing and Furnishings	3,100	3,170		0,650	2.1
	Men's and Boys' Shoes	2,380	2,530		4,970	2.0
	Food and Kindred Products	7,420	7,920		4,970	0.6
1.	Toiletries, Cosmetics and Drugs	3,580	3,890		5,880	1.5
	Photographic Equipment and Supplies	540	580		930	1.6
	Piece Goods	1,760	1,720		7,860	4.6
	Linens and Domestics	3,660		- 3.8	8,590	
	China and Glassware	2,410		- 0.8 + 1.4	6,060 7,520	
	Home Furnishings				20,010	
	Furniture	4,360	3,910	-	12,460	3.2
25.	Major Appliances	2,960		- 35.8		
	Radio and Music	2,420			4,690	2.2
	Hardware and Housewares	5,300			12,460	2.4
	Jewellery	4,550			9,070	2.0
	Sporting Goods and Luggage	9,520			13,030	1.3
	Stationery, Books and Magazines	3,620	3,790		5,050	1.3
	All Other Departments	9,110	9,510	+ 4.4	9,120	1.0

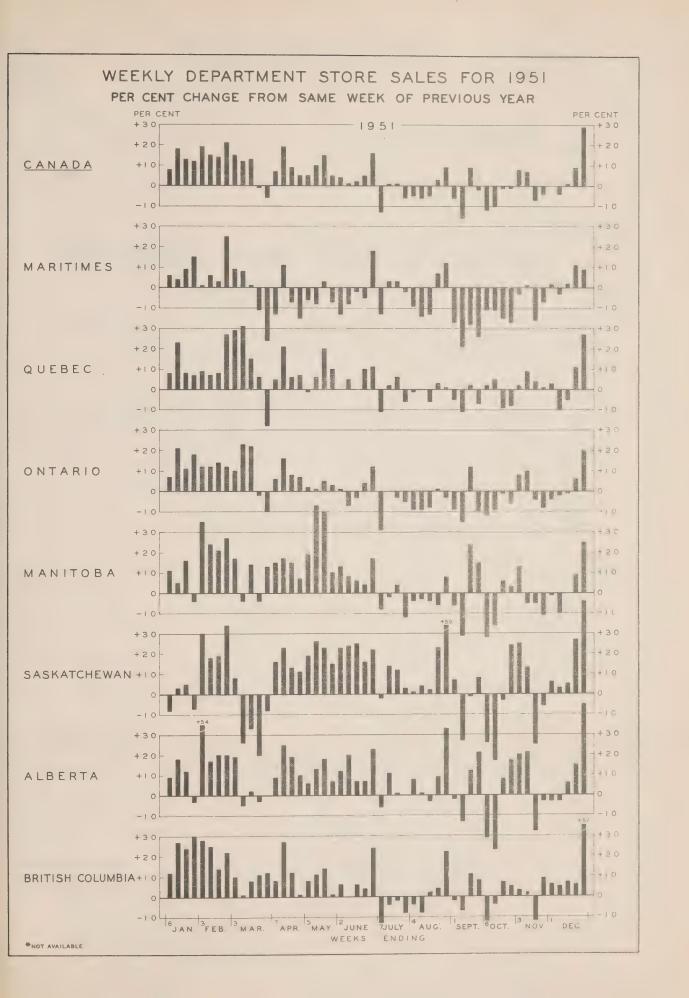
Note. Canada totals do not include Newfoundland figures.
(a) Change of less than .05 per cent.

Stock Sales Ratios — are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

January to December, 1950 - 1951

Set by Marian Commission Commissi	SA	IES	
Department	Jan. to Dec. 1950	Jan. to Dec.	Change, 1951/1950
CLA HIELD PROCESS TO A CONTROL OF COLOR OF THE TOWN OF THE PROCESS OF THE TOWN	\$000	\$000	%
TOTAL, All Departments	872,690	901,830	+ 3.3
1. Women's and Misses' Dresses 2. Women's and Misses' Coats and Suit 3. Women's and Misses' Sportswear 4. Furs 5. Girls' and Infants' Wear 6. Lingerie and Corsets 7. Aprons, Housedresses and Uniforms. 8. Millinery 9. Hosiery and Apparel Accessories 10. Women's, Misses' and Children's Sh	27,880 21,370 14,320 37,230 32,240 7,180 8,670 35,400	31,770 26,460 23,000 13,100 40,050 34,220 6,780 9,030 37,770 39,620	+ 5.1 - 5.1 + 7.6 - 8.5 + 7.6 - 6.1 - 5.6 + 4.2 + 6.7 + 7.8
11. Ladies' Apparel and Accessories, TOTAL 1 - 10		261,800	+ 4.2
12. Men's Clothing	42,470 23,490 15,300 59,420 19,980 2,540 23,690 32,560 18,660 12,220 54,350 53,620 34,680 12,900 50,870 18,300 33,220	30,620 44,430 24,670 16,430 63,880 22,060 2,890 23,420 33,200 19,250 12,830 54,880 51,500 31,040 12,440 53,740 19,090 34,850 15,350	+ 0.4 + 4.6 + 5.0 + 7.4 + 7.5 + 10.4 + 13.8 = 1.1 + 2.0 + 3.2 + 5.0 + 1.0 - 4.0 - 10.5 - 3.6 + 5.6 + 4.3 + 4.9 + 3.6

NOTE: Canada totals do not include Newfoundland figures.





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DEPARTMENT STORE SALES AND

JANUARY, 1952

By Provinces

Sales of Canadian department stores totalled \$55,160,000 in January, 1952, 5.3 % less than in January 1951 when sales equalled \$58,270,000.

Four of the 7 regional breakdowns reported sales decreases, the two largest being Ontario and Manitoba which dropped 11.9% and 10.0% respectively from January of last year. Sales in the Maritime Provinces fell 4.1% and Quebec showed a slight decrease of 1.5%; Saskatchewan, Alberta and British Columbia reported increased sales, Saskatchewan leading with a gain of 13.4%; British Columbia followed with 3.8% and Alberta with 2.0%.

Department Store Sales in January 1951 and 1952

	Sale	S	Change,
Province	1951	1952	1952/1951
	\$ 1000	₩ 1000	%
C _{ANADA}		55,160	- 5.3
Maritime Provinces	3,390	3,250	- 4.1
Quebec	9,090	8,950	- 1.5
Ontario	22,330	19,670	- 11.9
Manitoba	8,880	7,990	- 10.0
Saskatchewan	2,540	2,880	+ 13.4
Alberta	4,050	4,130	+ 2.0
British Columbia	7,990	8,290	+ 3.8

Note: The difference between the totals in the above table and those on page 2 is due to the revision of provincial figures for 1951.

By Departments

Eighteen of 30 departments showed lower sales in January 1952 than in January 1951. The largest decreases were reported by the major appliances (43.8%), home furnishings (20.4%) and hardware and housewares departments (17.2%). Sales in the ladies' apparel and accessories group decreased 0.3% from January of last year. Three departments, women's and misses' sportswear, photographic equipment and supplies, and stationery, books and magazines showed changes of less than .05%. Sales of linens and domestics increased 3.8%. All of the remaining 8 departments reported sales increases ranging from 4% to 25% higher than in January 1951. Girls' and infants' wear showed the largest gain of 24.5% followed by an increase of 17.1% in the boys' clothing and furnishings department.

Prepared in Merchandising and Services Section

ANTEREST OF POLITICAL ECONOMY

Department Store Sales and Stocks January 1951 and January 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department		SALES			STOCKS	
		Jan. Jan. Chang		Dec.31	Stock/Sales Ratio	
		1952	1952/51	1951	Jan. 1952	
The second secon	(\$000)	(\$000)	%	(\$000)		
TOTAL, ALL DEPARTMENTS	58,250	55,160	- 5.3	182,570	3.3	
1. Women's and Misses' Dresses	1,740 1,290 1,280 1,610 1,470 2,180 450 370 1,850 1,750	1,600 1,120 1,280 1,390 1,830 2,370 440 340 1,880 1,700	- 8.0 -13.2 (a) -13.7 +24.5 * 8.7 - 2.2 - 8.1 + 1.6 - 2.9	3,010 2,550 3,310 3,830 6,460 5,690 700 6900 10,050	1.9 2.3 2.6 2.8 3.5 2.4 1.6 2.0 3.2 5.9	
TOTAL 1 - 10	13,990	13,950	- 0.3	42,310	3.0	
Men's Clothing Men's Furnishings Men's Furnishings Men's and Boys' Shoes Men's Clothing and Furnishings Linens and Domestics and Drugs Photographic Equipment and Supplies Men's Cosmetics and Drugs Men's Clothing and Furnishings Men's Furniture Men's Clothing and Furnishings Men's Furnishin	2,070 2,050 1,110 780 4,670 1,590 160 2,270 3,640 1,730 710 3,920 4,380 3,080 1,100 3,490 1,020 1,110 940 4,440	1,980 2,160 1,300 760 4,890 1,680 1,690 650 3,120 3,760 1,730 1,050 2,890 920 970 940 4,400	- 4.3 + 5.4 +17.1 - 2.6 + 4.7 + 5.7 (a) + 3.8 - 2.5 -20.4 -14.2 -43.8 - 17.2 -9.8 -12.6 (a) - 0.9	7,370 8,540 5,050 3,840 4,150 4,370 7,80 7,780 7,640 5,380 6,900 19,150 12,610 7,340 4,130 11,500 7,050 6,560 3,080 7,040	3.7 4.0 3.9 5.1 8.5 2.6 4.9 3.3 2.0 3.2 10.6 6.1 3.4 4.2 3.9 4.0 7.7 6.8 3.3 1.6	

⁽a) Change of less than .05 per cent Note. Canada totals do not include Newfoundland figures.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA



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DEPARTMENT STORE SALES AND STOCKS

FEBRUARY, 1952

By Provinces:

Department store sales in Canada amounted to \$60,220,000 in February 1952, 3.3% more than in February 1951 when sales totalled \$58,296,000.

All regions reported increased sales in February with Saskatchewan showing the largest gain of 11.6%. Alberta and British Columbia followed with increases of 9.2% and 6.9%. Department store sales in Manitoba and Quebec barely increased (0.1% and 0.8% respectively); sales in the Maritime Provinces and Ontario rose by 3.7% and 2.1%.

Department Store Sales in February 1951 and 1952

Provinces	Sal	Change	
	1951	1952	1952/1951
	\$1000	\$'000	%
CANADA	58,296	60,220	+ 3.3
Maritime Provinces.	3,414	3,540	+ 3.7
Quebec	9,060	9,133	+ 0.8
Ontario	21,666	22,121	+ 2.1
Manitoba	9,112	9,122	+ 0.1
Saskatchewan	2,715	3,030	+11.6
Alberta	4,157	4,539	+ 9.2
British Columbia	8,172	8,735	+ 6.9

Note: The difference between the totals in the above table and those on page 3 is due to the revision of provincial figures for 1951.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

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By Departments

Twenty of the thirty departments showed larger sales in February 1952 than in February 1951. The largest gains were recorded in girls' and infants' wear (34.4%) and millinery (29.0%) both of which are in the ladies' apparel and accessories grouping, which showed an overall increase of 11.2%. A 23.7% decrease in major appliances sales was the largest of the 10 recorded. An interesting point in this connection is that department store sales of major appliances have been lower than 1951 levels and have shown larger monthly decreases than any other department since April 1951.

The value of department store stocks at the beginning of February 1952 was 7.6% below their value on that same date a year previously. Only 4 departments reported larger inventories than were held on January 31, 1951; these were china and glassware (27.0%), girls' and infants' wear (8.1%), home furnishings (4.5%), and men's clothing (1.3%). The women's and misses' coats and suits department reported the largest drop in stock holdings (-37.5%) and was followed by aprons, housedresses and uniforms (-27.6%) and major appliances (-25.8%).

Note: As of February 1952 stock-sales ratios will not be published. If a stock-sales ratio is desired it may be obtained by dividing stocks at selling value as at the beginning of the month by sales made during the month.

Department Store Sales and Stocks

FEBRUARY 1951 and FEBRUARY 1952

These figures are estimates of total department store sales and stocks. Stocks are at selling value.

	SALES			STOCKS*		
Department	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$.000	%	\$'000	\$,000	%
TOTAL, ALL DEPARTMENTS	58,396	60,220	+ 3.1	187,088	172,953	- 7.6
1. Women's and Misses' Dresses	2,066 1,622 1,271 746 1,667 2,242 448 400 1,945 1,894	2,117 1,543 1,397 630 2,240 2,617 455 516 2,231 2,161	+ 2.5 - 4.9 + 9.9 - 15.5 + 34.4 + 16.7 + 1.6 + 29.0 + 14.7 + 14.1	4,646 4,578 4,057 3,235 6,042 6,331 888 1,001 6,491 10,480	3,458 2,860 3,133 3,016 6,529 5,378 643 934 5,656 9,890	- 25.6 - 37.5 - 22.8 - 6.8 + 8.1 - 15.1 - 27.6 - 6.7 - 12.9 - 5.6
Ladies' Apparel and Accessories. Total 1 — 10	14,301	15,907	+ 11.2	47,749	41,497	- 13.1
11. Men's Clothing	2,007 2,052 1,066 921 5,054 1,602 177 2,131 2,779 1,552 718 4,341 4,082 3,122 1,111 3,852 1,097 1,199 924 4,308	1,875 2,092 1,199 859 5,295 1,818 181 2,055 2,976 1,642 813 4,315 4,270 2,383 1,141 3,547 1,092 1,140 1,024 4,596	- 6.6 + 1.9 + 12.5 - 6.7 + 4.8 + 13.5 + 2.3 - 3.6 + 7.1 + 5.8 + 13.2 - 0.6 + 4.6 - 23.7 - 7.9 - 0.5 - 4.9 + 10.8 + 6.7	6,504 8,277 5,080 4,361 5,144 4,357 856 8,090 7,370 5,284 5,417 17,591 12,581 8,588 4,090 11,675 6,738 6,953 3,104 7,279	6,590 7,812 4,641 3,769 4,485 4,058 763 6,788 6,751 4,938 6,882 18,388 11,336 6,376 3,714 11,146 6,504 6,749 2,947 6,819	- 4.5 - 3.5 - 2.9 - 5.1

^{*} Comparisons are based on stocks at the beginning of February in the two years.

Note. Canada totals do not include Newfoundland figures.



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DOMINION BUREAU OF STATISTICS Industry and Merchandising Division **OTTAWA**

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Government **Publications**

Statistico Ce es da

DEPARTMENT STORE SALES AND STOCKS

MARCH, 1952

By Provinces:

Sales of Canadian department stores totalled \$70,213,000 in March 1952, a decrease of 3.2% compared with the March 1951 total of \$72,569,000. Sales in the first quarter of this year amounted to \$185,592,000, 1.9% lower than in the 1951 first quarter when sales equalled \$189,133,000.

Four of the 7 regions reported lower sales in March 1952, with the Maritime Provinces and Manitoba showing the largest decreases (-6.2% and -7.3% respectively). Saskatchewan, Alberta and British Columbia recorded gains of 7.1%, 1.0% and 5.7%. The last three named provinces were also the only ones to have larger sales this quarter than in 1951.

Department Store Sales in March 1951 and 1952

Province	Sal	Sales				
	1951	1952	1952/1951			
	\$'000	\$'000	%			
CANADA	72,569	70,213	- 3.2			
Maritime Provinces	4,802	4,504	- 6.2			
Quebec	12,555	11,877	- 5.4			
Ontario	26,590	25,181	- 5.3			
Manitoba	10,803	10,014	- 7.3			
Saskatchewan	3,205	3,433	+ 7.1			
Alberta	5,175	5,227	+ 1.0			
British Columbia	9,439	9,977	+ 5.7			

By Departments

Twenty of the 30 departmental breakdowns published had lower sales in March 1952 than in March 1951 and all except the china and glassware and home furnishings departments reported lower stocks. The value of inventories held by department stores at March 1, 1952 was \$190.960,000, 10.6% lower than those held on March 1, 1951.

Sales of ladies' apparel and accessories in March 1952 were 2.3% less than those for the corresponding month of last year. Contrary to the group as a whole, the girls' and infants' wear department reported a sales increase of 21.7%. As in many previous months, department store sales of major appliances were lower this year than last (-22.4%). Men's apparel departments reported widely varied changes in sales volume. These ranged from a 10.6% decrease in men's clothing to a 4.5% increase in men's and boys' shoes.

When comparing department store sales and stocks between the two years consideration should be given to the fact that Easter occurred in March in 1951 and in April in 1952.

Department Store Sales - January-to-March 1951-1952

	Sa	les	Change,
Province	1951	1952	1952/1951
	\$1000	\$'000	%
CANADA	189,133	185,592	- 1.9
Maritime Provinces	11,602	11,292	- 2.7
Quebec	30,702	29,961	- 2.4
Ontario	70,584	66,974	- 5.1
Manitoba	28,800	27,123	- 5.8
Saskatchewan	8,458	9,349	+ 10.5
Alberta	13,384	13,894	+ 3.8
British Columbia	25,603	26,999	+ 5.5

Note: The difference between the totals in the preceding tables and those on pages 3 and 4 is due to the revision of provincial figures.

Department Store Sales and Stocks

March 1951 and March 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES		STOCKS		
Department	March 1951	March 1952	Change 1952/51	Feb. 28	Feb. 29 1952	Change 1952/51
	\$'000	\$.000	%	\$'000	\$,000	%
TOTAL, ALL DEPARTMENTS	72,594	70,213	- 3.3	213,713	190,960	- 10.6
1. Women's and Misses' Dresses	2,895 3,725 1,712 749 2,962 2,507 585 1,103 2,941 3,312	2,545 3,308 1,524 628 3,605 2,700 589 995 2,837 3,245	- 12.1 - 11.2 - 11.0 - 16.2 + 21.7 + 7.7 + 0.7 - 9.8 - 3.5 - 2.0	5,532 6,302 4,505 3,679 7,867 7,439 1,058 1,319 7,694 12,511	4,443 4,305 3,928 3,381 7,528 6,004 741 1,293 6,612 11,279	- 19.7 - 31.7 - 12.8 - 8.1 - 4.3 - 19.3 - 30.0 - 2.0 - 14.1 - 9.8
Ladies' Apparel and Accessories. Total 1 — 10	22,491	21,976	- 2.3	57,906	49,514	- 14.5
11. Men's Clothing	2,922 2,474 2,118 1,161 6,049 1,619 205 2,292 2,230 1,474 803 4,772 4,012 3,374 1,037 4,203 1,206 1,575 1,003 5,574	2,612 2,495 2,112 1,213 5,369 1,778 185 2,258 2,247 1,597 781 4,738 3,876 2,618 1,086 4,071 1,122 1,496 986 5,597	- 10.6 + 0.8 - 0.3 + 4.5 - 11.2 + 9.8 - 1.5 + 0.8 + 8.3 - 2.7 - 3.4 - 22.4 + 4.7 - 3.1 - 7.0 - 5.0 - 1.7 + 0.4	7,844 9,793 6,482 5,073 5,780 4,693 934 9,379 8,808 6,010 5,820 18,577 13,470 9,117 4,382 13,414 7,535 8,042 3,134 7,520	7,195 8,835 5,329 4,073 4,701 4,392 7,756 7,411 5,437 7,385 19,299 12,171 6,322 3,710 11,892 6,868 7,345 3,079 7,455	- 8.3 - 9.8 - 17.8 - 19.7 - 18.7 - 6.4 - 15.3 - 17.3 - 15.9 - 9.5 + 26.9 + 3.9 - 9.6 - 30.7 - 15.3 - 11.3 - 8.9 - 8.7 - 1.8 - 0.9

Note. Canada totals do not include Newfoundland figures.

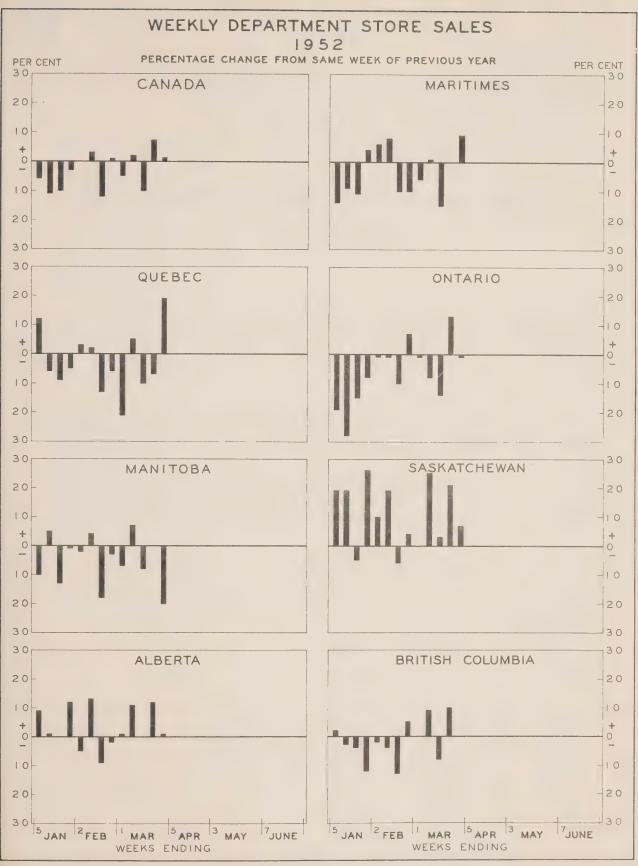
DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS January-to-March 1951 and January-to-March 1952

	TO SO O PERSONAL SALES ON SO OF ST WHAT	A CONTROL OF THE CONT	ST-20 of Benefit of the State o
Additional and interesting and additional and analysis of the second of	Me all C (1) represents	SALES	
Department	Janto-March 1951	Janto-March 1952	Change 1952/1951
HERMAN AND A MANAGEMENT AND METALLISM STATE OF THE STATE	\$ 1000	\$ 1000	%
TOTAL, ALL DEPARTMENTS	189,240	185,592	- 1.9
1. Women's and Misses' Dresses	6,697 6,634 4,268 3,103 6,099 6,934 1,483 1,878 6,733 6,956	6,257 5,974 4,198 2,644 7,678 7,687 1,483 1,852 6,946 7,110	- 6.6 - 9.9 - 1.6 -14.8 +25.9 +10.9 (a) - 1.4 + 3.2 + 2.2
Ladies' Apparel and Accessories. Total 1 - 10	50,785	51,829	+ 2.1
11. Men's Crething 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products. 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 1 urniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	7,003 6,578 4,292 2,862 15,775 4,809 542 6,688 8,650 4,755 2,231 13,037 12,478 9,579 3,248 11,540 3,317 3,880 2,871 14,320	6,465 6,743 4,613 2,831 15,550 5,274 527 6,596 9,005 4,931 2,248 12,174 11,906 6,732 3,276 10,507 3,138 3,607 2,949 14,591	- 7.7 + 2.5 + 7.5 - 1.1 - 1.4 + 9.7 - 2.8 + 0.1 + 4.1 + 3.7 + 0.8 - 6.6 - 29.7 + 0.9 - 9.0 - 5.4 - 7.0 + 1.9

NOTE: Canada totals do <u>not</u> include Newfoundland figures.

Change of less than .05 per cent

(B)







DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

OTTAWA

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Vol. XVII - No. 4

UNIVERSITY OF TOTOM I

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DEPARTMENT STORE SALES AND STOCKS

APRIL, 1952

By Provinces:

Department store sales in Canada totalled \$75,058,000 during April 1952, a slight decrease of 0.2% when compared to the April 1951 total of \$75,210,000. This change could be seen in light of the fact that department store sales in April 1951 were 11.3% higher than in April 1950.

Four of the seven regions (Quebec, Manitoba, Alberta and British Columbia) reported lower sales in April 1952 than in 1951. Manitoba's decrease of 6.2% was the largest recorded. The Maritime Provinces showed a gain of 8.5% and sales in Ontario and Saskatchewan both increased by 2.1%. To keep these changes in proper perspective it should be remembered that department store sales in the Maritime Provinces in April 1951 were 9.1% lower than in 1950, while in Manitoba they were 17.8% higher; furthermore Easter shopping occurred in March in 1951, but in April this year.

Department Store Sales in April 1951 and 1952

Province	Sa	Change,	
riovince	1951	1952	1952/1951
	\$1000	\$'000	%
CANADA	75,210	75,058	- 0.2
Maritime Provinces	4,994	5,419	+ 8.5
Quebec	12,338	12,128	- 1.7
Ontario	27,837	28,421	+ 2.1
Manitoba	11,442	10,733	- 6.2
Saskatchewan	3,822	3,902	+ 2.1
Alberta	5,239	5,051	- 3.6
British Columbia	9,538	9,404	- 1.4

By Departments

Twelve out of 30 departments had lower sales in April 1952 compared with the same month in 1951. A 41.4% drop in major appliances, (nearly every department store in the country reported lower sales) was by far the largest recorded. It should be noted however that sales in this department in April 1951 were 56.2% higher that in April 1950. Except for furs, all departments in the ladies' apparel and accessories group showed sales increases over last year. In men's apparel, the men's clothing department was alone in reporting a decrease (-5.4%).

The value of department store stocks held at the end of March 1952 was \$203,211,000, 15.5% below their value on the same date in 1951, when they totalled \$240,355,000, (24.6% greater than in April 1950).

Department Store Sales and Stocks

April 1951 and April 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES		STOCKS		
Department	April 1951	April 1952	Change 1952/51	Mar.31 1951	Mar.31 1952	Change 1952/51
	\$'000	\$.000	%	\$'000	\$,000	%
TOTAL, ALL DEPARTMENTS	75,210	75,058	- 0.2	240,355	203,211	- 15.5
Women's and Misses' Dresses	2,884 3,707 1,575 496 3,639 2,548 589 951 2,962 3,581	2,997 3,842 1,856 407 4,387 2,766 607 1,278 3,287 4,053	+ 3.9 + 3.6 + 17.8 - 17.9 + 20.6 + 8.6 + 3.1 + 34.4 + 11.0 + 13.2	6,336 6,247 5,463 4,561 8,714 8,248 1,298 1,393 8,833 13,632	4,419 4,585 3,760 7,958 7,091 947 1,404 7,268	- 16.1 - 17.6 - 8.7 - 14.0 - 27.0 + 0.8 - 17.7
Ladies' Apparel and Accessories. Total 1 — 10	22,932	25,480	+ 11.1	64,725	54,444	- 15.9
Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,830 2,670 2,145 1,336 4,769 1,527 185 2,126 2,207 1,424 832 5,384 4,268 4,259 934 5,173 1,209 2,185 805 6,010	2,676 2,861 2,570 1,354 5,121 1,668 185 1,986 1,431 805 5,094 3,850 2,497 748 4,844 1,037 2,002 878 6,122	- 5.4 + 7.2 + 19.8 + 1.3 + 7.4 + 9.2 - 13.0 - 10.0 + 0.5 - 3.2 - 5.4 - 9.2 - 41.4 - 19.9 - 14.2 - 8.4 + 9.1 + 1.9	8,719 11,311 6,867 5,417 5,407 4,961 983 9,734 9,6450 6,255 25,110 15,671 9,819 4,770 14,580 8,389 9,654 3,371 8,513	9,715 5,696 4,335 4,455 4,671 797 8,219 8,143 5,764 7,631 19,623 12,415 6,484 3,941 12,736 6,921 7,875 3,356	- 14.1 - 17.1 - 20.0 - 17.6 - 5.8 - 18.9 - 15.6 - 10.6 + 22.0 - 21.9 - 20.8 - 34.0 - 17.4 - 12.6 - 17.5 - 18.4 - 0.4

⁽a) Change of less than .05%

Note. Canada totals do not include Newfoundland figures.

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DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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DEPARTMENT STORE SALES AND STO

MAY, 1952

Sales of Canadian department stores totalled \$83,651,000 in May, 1952, a gain of 9.2% compared with the May 1951 total of \$76,584,000. On the other hand, the value of department store inventories held at the beginning of May 1952 was \$199,674,000, 16.5% below their value on the same date in 1951.

All regions reported higher sales this year than last. Quebec showed a slight increase of 1.1% but British Columbia and Alberta reported very large gains of 22.5% and 20.6% respectively.

Department Store Sales in May 1951 and 1952

Province	Sal	Sales			
Province	1951	1952	1952/1951		
	\$1000	\$'000	%		
CANADA	76,584	83,651	+ 9.2		
Maritime Provinces	5,669	6,520	+15.0		
Quebec	13,452	13,600	+ 1.1		
Ontario	28,250	29,860	+ 5.7		
Manitoba	10,832	11,959	+10.4		
Saskatchewan	4,041	4,239	+ 4.9		
Alberta	4,914	5,926	+20.6		
British Columbia	9,426	11,547	+22.5		

Twenty-seven out of 30 departments had higher sales in May 1952 than in May 1951. However, 29 out of 30 departments had lower stocks this year than last, the exception being the china and glass-ware department which recorded an increase of 21.5%. All men's and most women's apparel departments showed increases in sales. The largest single sales gain over May 1951 was reported by the major appliances department (56.6%). This is the first break in the trend of Canadian department store sales of major appliances which have been lower than previous year levels since May 1951.

Department Store Sales and Stocks

May 1951 and May 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES	zje	STOCKS *		
Department	May	May	Change	Apr. 30	Apr. 30	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	76,584	83,651	+ 9.2	239,204	199,674	- 16.5
1. Women's and Misses' Dresses	3,808 2,378 2,006 278 3,427 2,900 776 849 3,008 4,215	3,842 2,518 2,243 218 3,706 3,357 778 841 3,157 4,329	+ 0.9 + 5.9 + 11.8 - 21.6 + 8.1 + 15.8 + 0.3 - 0.9 + 5.0 + 2.7	5,941 4,911 5,508 4,595 9,746 8,267 1,442 1,182 8,634 13,019	4,535 3,759 4,872 3,707 7,309 7,973 1,052 1,070 6,322 11,649	- 3.6 - 27.0
Ladies' Apparel and Accessories. Total 1 — 10	23,645	24,989	+ 5.7	63,245	52,248	- 17.4
11. Men's Clothing	2,539 3,139 1,931 1,478 5,004 1,619 208 2,010 2,308 1,370 942 5,622 4,691 2,561 726 5,809 1,333 2,444 772 6,433	2,627 3,566 2,103 1,550 5,536 1,840 231 2,023 2,672 1,604 1,083 6,068 5,402 4,010 941 6,020 1,345 2,749 868 6,424	+ 3.5 + 13.6 + 8.9 + 4.9 + 10.6 + 13.7 + 11.1 + 0.6 + 15.8 + 17.1 + 15.0 + 7.9 + 15.2 + 56.6 + 29.6 + 3.6 + 0.9 + 12.5 + 12.4 - 0.1	8,911 12,026 6,868 5,170 5,136 4,997 1,007 9,644 9,908 6,536 6,464 23,165 15,900 9,490 4,866 15,061 8,746 10,145 3,489 8,430	4,284 4,796 779 8,260 8,545 6,012 7,851 19,589 12,299 5,696 3,848 12,505 7,037 7,759 3,429	- 16.5 - 21.8 - 19.4 - 16.6 - 4.0 - 22.6 - 14.4 - 13.8 - 8.0 + 21.5 - 15.4 - 22.6 - 40.0 - 20.9 - 17.0 - 19.5 - 23.5 - 1.7

Note. Canada totals do not include Newfoundland figures.

^{* 1951} sales and stocks have been revised.

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DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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DEPARTMENT STORE SALE

SALES AND STOCKS

JUNE, 1952SITY OF TOP

June sales of Canadian department stores amounted to \$77,108,000, 10.9% above the June 1951 level of \$69,514,000. Cumulative sales for the first half of 1952 were 2.7% ahead of the same period in 1951.

Five geographic divisions followed the national monthly pattern with the Maritime Provinces showing the largest increase over June 1951, (29.1%). Manitoba and Saskatchewan recorded losses of 0.1% and 2.3% respectively from the same month last year.

Department Store Sales in June 1951 and 1952.

Province	Sal	Sales		
	1951	1952/1951		
	\$'000	\$1000	%	
CANADA	69,514	77,108	+ 10.9	
Maritime Provinces	4,795	6,190	+ 29.1	
Quebec	11,300	12,317	+ 9.0	
Ontario	25,055	29,189	+ 16.5	
Manitoba	10,486	10,476	- 0.1	
Saskatchewan	3,698	3,613	- 2.3	
Alberta	4,898	5,197	+ 6.1	
British Columbia	9,282	10,126	+ 9.1	

Twenty-seven of the 30 departmental breakdowns published showed increased sales volume in June 1952 compared with June 1951. On the other hand 26 departments reported lower inventories this year than last. The total value of inventories held by department stores at June 1, 1952 was \$196,023,000, 16.8% lower than those held on June 1, 1951.

Sales of ladies' apparel and accessories in June 1952 were 10.7% above those in June 1951. All departments within this grouping recorded sales increases. As in May, the largest single gain in sales over the corresponding month of last year was reported by the major appliances department (75.9%). Only 1 of the 12 department stores reporting sales of major appliances showed lower sales this June than last.

When comparing department store statistics between the two years consideration should be given to the fact that in 1951 the month of June contained 26 working days and 5 Fridays and Saturdays whereas in 1952 the month of June had 25 working days with 4 Fridays and Saturdays. In light of this, the sales gains reported in this bulletin are even more meaningful than a first glance might suggest.

Department Store Sales - January-to-June 1951-1952

Province	Sa	les	Change	
- 1 U V 884 U U	1951	1952	1952	/1951
	\$'000	\$1000		%
CANADA	410,441	421,409	+	2.7
Maritime Provinces	27,060	29,421	+	8.7
Quebec	67,792	68,006	+	0.3
Ontario	151,726	154,444	+	1.8
Manitoba	61,560	60,291	-	2. 1
Saskatchewan	20,019	21,103	+	5.4
Alberta	28,435	30,068	+	5.7
British Columbia	53,849	58,076	+	7.8

Department Store Sales and Stocks June 1951 and June 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES *			STOCKS*		
	Department	June	June	Change	May 31	May 31	Change
		1951	1952	1952/51	1951	1952	1952/51
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	69,514	77,108	+ 10.9	235,535	196,023	- 16.8
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	3,410 1,054 2,043 95 2,726 2,669 781 577 2,515 3,468	3,737 1,297 2,336 118 3,048 3,179 829 598 2,608 3,662	+ 9.6 + 23.1 + 14.3 + 24.2 + 11.8 + 19.1 + 6.1 + 3.6 + 3.7 + 5.6	4,791 3,389 4,950 4,819 10,863 7,416 1,416 964 7,963 12,622	4,569 3,222 5,021 3,866 7,404 7,400 999 996 6,670 11,350	- 29.4 + 3.3 - 16.2
ı	Ladies' Apparel and Accessories. Total 1 - 10	19,338	21,412	+ 10.7	59,193	51,497	- 13.0
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,424 3,483 1,586 1,381 5,257 1,695 2,366 1,323 1,062 4,482 4,390 2,177 657 5,029 1,374 2,545 769 6,159	278 1,776 2,680 1,458 1,061 4,961 5,631 3,829 806 5,565 1,422 3,056 811	+ 6.4 + 12.1 + 6.3 + 2.2 - 7.2 + 6.3 + 10.3 + 10.2 - 0.1 + 10.7 + 28.3 + 75.9 + 22.7 + 10.7 + 3.5 + 20.1 + 5.5 - 1.0	9,086 11,885 6,717 5,118 5,139 4,886 1,006 9,403 9,945 6,277 6,742 23,338 15,659 10,431 4,912 14,998 8,752 9,988 3,493 8,567	7,344 9,867 5,242 3,974 4,171 4,943 779 7,976 8,257 5,917 8,074 18,995 11,499 5,214 3,938 12,307 7,729 3,396 7,896	- 17.0 - 22.0 - 22.4 - 18.8 + 1.2 - 22.6 - 15.2 - 17.0 - 5.7 + 19.3 - 18.6 - 26.6 - 50.0 - 19.8 - 17.9 - 19.9 - 22.6 - 2.8

Note. Canada totals do not include Newfoundland figures.

^{* 1951} sales and stocks have been revised

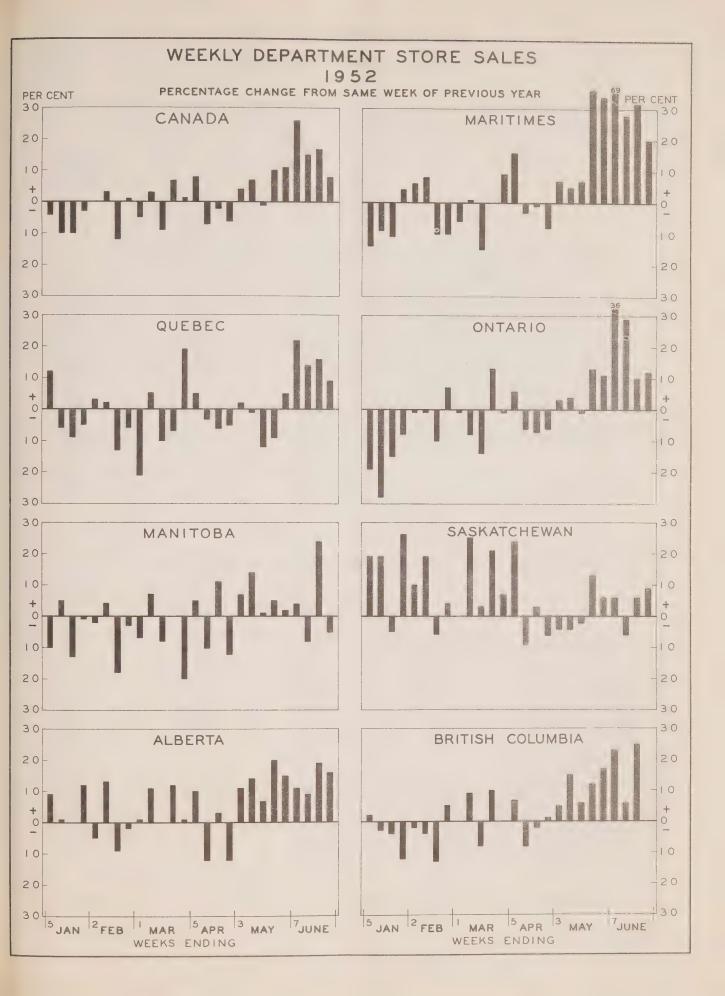
Percentage changes from same week of previous year: 1951/1950

Week Endi	ng	Percen	tage Change	Week Endir	ng	Percent	age Change
			/0			/0	
January	6	+	7.6	July	7	-	13.0
0 412 414 9	13	+	18.2	· ·	14	+	1.7
	20	+	12.9		21	+	1.2
	27	+	11.9		28	-	5.4
February	3	+	20.8	August	4	-	3.9
2 002 44-2	10	+	15.0		11	-	5.2
	17	+	13.9		18		4.9
	24	+	20.6		25	+	3.6
March	3	+	14.9	September	1	+	10.9
	10		11.7	•	8	600	5.8
	17	+	12.4		15	600	15.0
	24	-	1.0		22	+	8.7
	31	_	5.3		29	-	0.5
April	7	+	7.1	October	6	-	12.2
<u> </u>	14	+	19.7		13	600	9.9
	21	+	9.3		20	non-	0.4
	28	+	5.4		27	-	0.4
May	5	+	5.0	November	3	+	8.4
	12	+	9.9		10	+	7.4
	19	+	15.1		17		7.1
	26	+	5.3		24	-	3.3
June	2	+	4.5	December	1	-	0.1
	9	+	2.3		8	-	3.1
	16	+	2.6		15	+	1.0
	23	+	5.4		22	+	9.5
	30	+	16.1		29	+	30.7

1952/1951

Week Ending	Percentage Ch	mange Week Ending	Percentage Change
January 5 12 19 26 February 2 9 16 23 March 1 8 15 22 29	- 4.3 - 10.1 - 9.6 - 2.6 0 + 2.9 - 11.6 + 1.4 - 4.9 + 2.8 - 9.4 + 7.2 + 0.9	April 5 12 19 26 May 3 10 17 24 31 June 7 14 21	+ 8.1 - 6.9 - 2.0 - 5.9 + 4.1 + 6.5 - 0.5 + 10.5 + 11.5 + 25.7 + 14.7 + 16.9
	July 5	+ 13.1	+ 8.6

^{*} These percentage changes are based on revised 1951 weights and will therefore not correspond exactly with the weekly bulletins published by the Bureau for these periods. However, these new weights are used for current weekly releases.



January to June 1951 and January to June 1952

	SALES			
Department	Jan. to June	Jan. to June	Change 1952/1951	
	\$ 1000	\$ 1000	%	
TOTAL, ALL DEPARTMENTS	410,441	421,409	+ 2.7	
1. Women's and Misses' Dresses	16,536 13,400 9,564 4,045 16,891 14,986 3,554 4,263 15,274 18,237	16,610 13,610 10,617 3,370 18,825 16,960 3,687 4,560 15,964 19,133	+ 1.6 + 1.6 + 11.0 - 16.7 + 11.4 + 13.2 + 3.7 + 7.0 + 4.5 + 4.9	
Ladies' Apparel and Accessories. Total 1 - 10	116,750	123,526	+ 5.8	
11. Men's Clothing	8,837 5,086 28,726 25,976 18,544 5,539 27,333 7,222 11,038 5,233	14,325 17,078 10,951 7,151 31,472 10,569 1,218 12,308 16,311 9,397 5,202 28,246 26,736 17,198 5,767 26,881 6,930 11,394 5,521 33,228	- 3.1 + 7.5 + 10.3 - 0.1 + 2.8 + 9.9 + 2.0 - 1.7 + 6.3 + 2.3 - 1.7 + 2.9 - 7.3 + 1.7 - 4.0 + 3.2 + 5.5 + 0.7	

Note. Canada totals do not include Newfoundland figures.

6505-504

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Industry and Merchandising Division

OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

JULY 1952 LIBRA

Department store sales in Canada totalled \$59,848,000 during July 1952, an increase of 9.9% above the July 1951 level of \$54,-449,000. The value of department store inventories held at the beginning of July 1952 was \$181,515,000, 18.0% below their value on the same date in 1951.

All regions reported higher sales this year than last, with the Maritime Provinces showing the largest increase over July 1951 (16.4%). Quebec and Ontario recorded gains of 10.2% and 12.4%,

Department Store Sales in July 1951 and 1952

Province	Sal	es	Change,			
1 TOVINCE	1951	1952	1952/1951			
	\$1000	\$'000	%			
CANADA	54,449	59,848	+ 9.9			
Maritime Provinces	3,868	4,502	+16.4			
Quebec	8,092	8,917	+10.2			
Ontario	19,006	21,363	+12.4			
Manitoba	8,910	9,061	+ 1.7			
Saskatchewan	2,641	2,800	+ 6.0			
Alberta	3,994	4,393	+10.0			
British Columbia	7,938	8,812	+11.0			

respectively. Among the western provinces Alberta and British Columbia showed substantial gains but Manitoba reported an increase in department store sales of only 1.7%.

All but one of the 30 departmental breakdowns published showed larger dollar sales in July 1952 compared with July 1951. The exception was the jewellery department which recorded a very slight decrease of 0.1%. Twenty-six departments reported lower inventories this year than last. The four which exceeded last year's level were lingerie and corsets (+0.6%), millinery (+2.8%), toiletries, cosmetics and drugs (+0.8%) and china and glassware (+14.6%).

As in May and June, the largest single gain in sales over the corresponding month of last year was reported by the major appliances department (79.9%). Inventories in this department were 44.5% below those held on June 30, 1951. Sales of ladies' apparel and accessories were 12.0% above last year. Furs showed the largest increase (55.2%) of the 10 departments comprising this sub-group.

Department Store Sales and Stocks July 1951 and July 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			SALES*		STOCKS*		
	Department	July	July	Change	June 30	June 30	Change
		1951	1952	1952/51	1951	1952	1952/51
		\$'000	\$,000	%	\$'000	\$,000	%
	TOTAL, ALL DEPARTMENTS	54,449	59,848	+ 9.9	221,3 26	181,515	- 18.0
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs	2,067 735 1,563 471 1,823 2,144 561 305 1,753 2,111	2,145 749 1,882 731 2,005 2,595 705 310 1,790 2,250	+ 3.8 + 1.9 + 20.4 + 55.2 + 10.0 + 21.0 + 25.7 + 1.6 + 2.1 + 6.6	3,517 2,745 4,431 5,359 9,523 6,468 1,213 778 7,306 11,695	7,109 6,507 899 800 6,088	- 7.8 - 2.4 - 0.1 - 21.6 - 25.3 + 0.6 - 25.9 + 2.8 - 16.7 - 9.6
	Ladies' Apparel and Accessories. Total 1 — 10	13,533	15,162	+ 12.0	53,035	46,517	- 12.3
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing	1,691 2,253 1,021 954 4,530 1,499 234 1,359 2,323 1,156 1,041 3,594 4,098 1,842 607 4,073 1,144 1,991 663 4,843	1,720 2,547 1,052 998 4,625 1,659 276 1,367 2,547 1,234 1,043 3,684 4,295 3,313 683 4,481 1,143 2,291 715 5,013	+ 1.7 + 13.0 + 3.0 + 4.6 + 2.1 + 10.7 + 17.9 + 0.6 + 6.7 + 0.2 + 2.5 + 4.8 + 79.9 + 12.5 + 10.0 - 0.1 + 15.1 + 7.8 + 3.5	8,448 10,989 6,171 4,683 5,027 4,702 976 8,805 9,060 5,755 6,783 22,588 14,877 10,546 4,622 14,118 8,603 9,767 3,404 8,367	8,879 4,915 3,602 3,933 4,741 759 7,612 7,378 5,349 7,773 17,557 10,133 5,856 3,744 11,555 6,719 7,088 3,309	- 22.7 - 19.2 - 20.4 - 23.1 - 21.8 + 0.8 - 22.2 - 13.5 - 18.6 - 7.1 + 14.6 - 22.3 - 31.9 - 44.5 - 19.0 - 18.2 - 21.9 - 27.4 - 2.8 - 9.6

Note. Canada totals do not include Newfoundland figures.

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¹⁹⁵¹ sales and stocks have been revised.



MERCHANDISING FILE



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DEPARTMENT STORE SALES AND STOCKS

AUGUST, 1952

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Sales of Canadian department stores totalled \$69,625,000 in August 1952, a gain of 13.2% over the previous year and 16.3% above the preceding month. The value of department store inventories held at the beginning of August was \$186,052,000, 16.1% below their value on the same date in 1951 but 2.5% above inventories held at the beginning of July.

As in July, all regions reported higher dollar sales this year than last. For the 3rd consecutive month the Maritime Provinces recorded the largest increase (24.0%) over 1951.

Department Store Sales in August 1951 and 1952

	,				
Province	Sale	Sales			
Flovince	1951	1952	Change, 1952/1951		
b	\$1000	\$1000			
CANADA	61,522	69,625	+ 13.2		
Maritime Provinces	4,063	5,037	+ 24.0		
Quebec	9,685	10,401	+ 7.4		
Ontario	21,451	24,562	+ 14.5		
Manitoba	9,579	10,250	+ 7.0		
Saskatchewan	3,119	3,468	+ 11.2		
Alberta	4,713	5,435	+ 15.3		
British Columbia	8,912	10,472	+ 17.5		

Prepared in Merchandising and Services Section.

Twenty-six of the 30 departmental break-downs published showed increased sales in August 1952 compared with August 1951.

On the other hand only 3 departments reported higher inventories.

Sales of ladies' apparel and accessories in August 1952 were 13.0% above those in August 1951. Within this grouping, the fur department reported a very marked gain of 65.8%. For the 4th month in a row department stores reported substantial gains over 1951 in their sales of consumer durables. In August sales by major appliances, furniture and home furnishings departmentswere 93.4%, 37.8% and 16.2% above the previous year.

Department Store Sales and Stocks August 1951 and August 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

	SALES				STOCKS*	
Department	Aug.	Aug.	Change	July 31	July 31	Change
	1951	1952	1952/51	1 951	1952	1952/51
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	61,522	69,625	+ 13.2	221,657	186,052	- 16.1
Women's and Misses' Dresses	2,024 1,382 1,701 979 2,861 2,134 409 629 2,154 2,727	2,095 1,618 1,958 1,623 3,304 2,407 484 630 2,179 2,917	+ 3.5 + 17.1 + 15.1 + 65.8 + 15.5 + 12.8 + 18.3 + 0.2 + 1.2 + 7.0	3,092 3,325 4,484 6,278 10,562 6,338 969 879 7,557 11,404	2,726 3,205 4,378 4,993 8,232 6,418 891 846 6,569 10,319	- 11.8 - 3.6 - 2.4 - 20.5 - 22.1 + 1.3 - 8.0 - 3.8 - 13.1 - 9.5
Ladies' Apparel and Accessories. Total 1 — 10	17,000	19,215	+ 13.0	54,888	48,577	- 11.5
Men's Clothing	1,599 2,258 1,653 1,044 4,848 1,493 235 1,598 2,652 1,288 1,194 3,915 4,684 2,011 743 4,248 1,274 1,792 1,078	1,578 2,454 1,774 1,135 4,721 1,589 266 1,499 2,835 1,302 1,215 4,549 6,456 3,890 1,089 4,633 1,295 2,028 1,188	- 1.3 + 8.7 + 7.3 + 8.7 - 2.6 + 6.4 + 13.2 - 6.2 + 6.9 + 1.1 + 1.8 * 16.2 + 37.8 + 93.4 + 46.6 + 9.1 + 1.6 + 13.2 + 10.2	8,408 11,122 6,356 4,484 4,587 4,679 951 9,062 8,834 5,716 7,234 22,250 14,299 10,357 4,538 13,173 8,673 10,003 3,630	6,502 9,532 5,176 3,517 3,746 4,740 802 7,612 7,272 5,316 7,942 18,021 10,333 6,817 3,751 11,436 6,746 7,705 3,431 7,078	- 22.7 - 14.3 - 18.6 - 21.6 - 18.3 + 1.3 - 15.7 - 16.0 - 17.7 - 7.0 + 9.8 - 19.0 - 27.7 - 34.2 - 17.3 - 13.2 - 22.2 - 23.0 - 5.5 - 15.9

Note. Canada totals do not include Newfoundland figures.

^{* 1951} sales and stocks have been revised.

⁽a) Change of less than .05 per cent.

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DEPARTMENT STORE SALES AND STOCKS

SEPTEMBER, 1952

Sales of Canadian department stores totalled \$84,346,000 in September 1952, a gain of 16.5% over the previous year and 21.1% above August. Cumulative sales for the first 9 months of 1952 were 6.1% ahead of the same period in 1951. As was the case with all other months in 1952, the value of department store inventories held at the beginning of September was lower (14.6%) than their value on the same date in 1951.

Department Store Sales in September 1951 and 1952

Province	Sal 1951	les 1952	Change, 1952/1951
	\$1000	\$1000	%
CANADA	72,425	84,346	+ 16.5
Maritime Provinces	4,264	6,059	+ 42.1
Quebec	12,138	14,238	+ 17.3
Ontario	26,292	30,867	+ 17.4
Manitoba	10,989	11,538	+ 5.0
Saskatchewan	3,536	4,152	+ 17.4
Alberta	5,379	6,024	+ 12.0
British Columbia	9,827	11,468	+ 16.7
	(1 1 1 1 1	

All provinces reported higher dollar sales in comparison to 1951 both in September and the 9 month cumulative period. The Maritime Provinces showed the largest gains in both cases (42.1% and 14.7% respectively).

On page 4 is a chart depicting the percentage changes from the same week of the previous year of weekly department store sales for the period July 5 to September 27 inclusive. For the entire period in question, the Eastern provinces reported higher weekly sales in 1952 than in 1951.

Twenty-nine of the 30 departmental breakdowns published showed increased dollar sales in September 1952 compared with September 1951. The one exception was Food and Kindred products, sales of which fell 2.7%. Department store sales of consumer durables again showed some of the largest gains; sales of Ladies' Apparel and Accessories rose 17.1% and the Men's Clothing and Men's Furnishings departments recorded increases of 6.9% and 15.3%, respectively.

Department Store Sales - January-to-September 1951-1952

Province	Sa	Sales		
	1951 1952		Change, 1952/1951	
	\$1000	\$1000	%	
CANADA	598,837	635,228	+ 6.1	
Maritime Provinces	39,254	45,020	+ 14.7	
Quebec	97,707	101,562	+ 3.9	
Ontario	218,477	231,237	+ 5.8	
Manitoba	91,038	91,140	+ 0.1	
Saskatchewan	29,315	31,523	+ 7.5	
Alberta	42,520	45,919	+ 8.0	
British Columbia	80,526	88,827	+ 10.3	

Department Store Sales and Stocks September 1951 and September 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

			SALES	*		STOCKS*	
	Department	Sept. 1951	Sept. 1952	Change 1952/51	Aug. 31 1951	Aug. 31 1952	Change 1952/51
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	72,425	84,346	+ 16.5	233,341	199,386	- 14.6
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,309 2,608 2,008 1,278 4,354 2,573 432 1,150 3,174 3,432	2,563 3,111 2,548 1,661 5,393 2,977 508 1,308 3,309 3,926	+ 11.0 + 19.3 + 26.9 + 30.0 + 23.9 + 15.7 + 17.6 + 13.7 + 4.3 + 14.4	3,662 4,717 4,691 7,096 12,639 6,967 889 1,173 8,786 12,386	6,860 941 1,137	- 3.7 + 1.1 + 9.2 - 18.4 - 27.5 - 1.5 + 5.8 - 3.1 - 19.6 - 5.3
	Ladies' Apparel and Accessories. Total 1 — 10	23,318	27,304	+ 17.1	63,006	56,102	- 11.0
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,469 3,222 2,322 1,186 4,735 1,581 204 1,904 2,864 1,585 1,067 4,349 4,267 2,233 913 4,168 1,303 1,808 1,338 5,589	2,639 3,716 2,528 1,358 4,607 1,774 228 1,967 3,452 1,693 1,081 5,121 5,550 3,671 1,410 4,898 1,499 2,241 1,474 6,135	+ 6.9 + 15.3 + 8.9 + 14.5 - 2.7 + 12.2 + 11.8 + 3.3 + 20.5 + 6.8 + 1.3 + 17.8 + 30.1 + 64.4 + 17.5 + 15.0 + 23.9 + 10.2 + 9.8	8,901 12,899 7,587 5,072 4,744 4,650 882 9,459 8,919 5,760 6,964 22,345 13,236 9,789 4,532 12,256 8,710 11,219 3,931 8,480	3,841 4,917 792 8,756 7,159 5,663 7,772 18,416 9,511 6,477 3,621 10,945 6,720 8,749 3,798	- 1.7 + 11.6 - 17.6 - 28.1 - 33.8 - 20.1 - 10.7 - 22.8 - 22.0 - 3.4

Note. Canada totals do not include Newfoundland figures.

¹⁹⁵¹ sales and stocks have been revised

January to September 1951 and January to September 1952

	S	ALES	
Department	Jan. to Sept.	Jan. to Sept. 1952	Change 1952/19
	\$ 1000	\$ '0 00	%
TOTAL, ALL DEPARTMENTS	598,837	635,228	+ 6.1
1. Women's and Misses' Dresses	22,936 18,125 14,836 6,773 25,929 21,837 4,956 6,347 22,355 26,507	23,603 19,088 17,005 7,385 29,527 24,939 5,384 6,808 23,242 28,226	+ 2.9 + 5.3 + 14.6 + 9.0 + 13.9 + 14.2 + 8.6 + 7.3 + 4.0 + 6.5
Ladies' Apparel and Accessories. Total 1 – 10	170,601	185,207	+ 8.6
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 23. Furniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	20,548 23,625 14,920 10,343 44,739 14,187 1,867 17,386 23,279 12,866 8,388 40,584 39,025 24,630 7,802 39,822 10,943 16,629 8,312 48,341	20,262 25,795 16,305 10,642 45,425 15,591 1,988 17,141 25,145 13,626 8,541 41,600 43,037 28,072 8,949 40,893 10,867 17,954 8,898 49,290	- 1.4 + 9.2 + 9.3 + 2.9 + 1.5 + 9.9 + 6.5 - 1.4 + 8.0 + 5.9 + 10.3 + 14.0 + 14.7 + 2.7 - 0.7 + 8.0 + 7.1 + 2.0

Note: Canada totals do not include Newfoundland figures.





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DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1952

Department store sales in Canada totalled \$97,316,000 in October 1952, 19.8% above October 1951 and 15.4% higher than in September. Department store inventories as of September 30 totalled \$205,446,000, 12.7% below the value of inventories held on the same date in 1951 but 3.0% above August 31.

All regions reported higher dollar sales in October 1952 than in October 1951. With the exception of Manitoba and Saskatche-

Department Store Sales in October 1951 and 1952

Province	Sa	Change,	
Province	1951	1952	1952/1951
	\$1000	\$'000	%
CANADA	81,225	97,316	+ 19.8
Maritime Provinces	5,533	6,944	+ 25.5
Quebec	12,783	15,545	+ 21.6
Ontario	29,078	35,505	+ 22.1
Manitoba	12,511	14,462	+ 15.6
Saskatchewan	4,872	5,754	+ 18.1
Alberta	6,002	7,250	+ 20.8
British Columbia	10,446	11,856	+ 13.5

wan, which recorded lower sales in June 1952 than in June 1951, all areas have been reporting higher sales this year than last for the past 6 months. Furthermore the Maritime Provinces have shown larger monthly gains than any other region throughout this entire period.

Food and Kindred Products was the only department to record lower sales (-4.4%) in October 1952 when compared with October 1951. Sales of Ladies' Apparel and Accessories were 21.3% above last year. The value of inventories held in this department fell by 5.9%. The 3 largest sales gains were reported by the Radio and Music, Furs, and Major Appliances departments (70.0%, 56.8% and 49.3% respectively). However, it should be kept in mind that in October 1951, these particular departments had experienced a rather severe slump in sales.

Department Store Sales and Stocks

October 1951 and October 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES*			STOCKS*	
Department	Oct. 1951	Oct. 1952	Change 1952/51	Sept.30 1951	Sept .30 1952	Change 1952/51
	\$'000	\$,000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	81,225	97,316	+ 19.8	235,316	205,446	- 12.7
1. Women's and Misses' Dresses	2,424 3,450 1,907 1,618 5,833 2,998 407 974 3,501 3,845	2,559 4,532 2,404 2,537 7,099 3,625 494 1,176 3,949 4,332	+ 5.6 + 31.4 + 26.1 + 56.8 + 21.7 + 20.9 + 21.4 + 20.7 + 12.8 + 12.7	4,034 5,166 4,906 6,774 10,645 7,548 891 1,148 8,957 12,378	4,289 5,081 4,813 6,230 8,711 7,811 940 1,111 8,085 11,688	- 18.2 + 3.5 + 5.5 - 3.2 - 9.7
Ladies' Apparel and Accessories. Total 1 — 10	26,957	32,707	+ 21.3	62,447	58,759	- 5.9
1. Men's Clothing	2,968 4,594 3,055 1,487 5,301 1,654 185 2,070 3,010 1,728 992 4,697 4,107 2,119 939 4,085 1,324 2,090 1,107 0,756	3,728 5,396 3,655 1,662 5,066 1,921 207 2,150 3,500 1,928 1,071 5,661 5,455 3,163 1,596 4,860 1,624 2,610 1,276 8,080	+ 25.6 + 17.5 + 19.6 + 11.8 - 4.4 + 16.1 + 11.9 + 3.9 + 16.3 + 11.6 + 8.0 + 20.5 + 32.8 + 49.3 + 70.0 + 19.0 + 22.7 + 24.9 + 15.3 + 19.6	9,377 13,890 8,174 5,304 4,429 4,627 918 9,181 8,657 5,949 7,136 22,108 12,866 8,785 4,830 12,126 8,758 12,443 3,899 9,412	11,730 6,207 4,344 3,879 4,831 852 8,248 7,122 5,737 7,550 18,187 9,816 6,253 3,674 10,418 6,948 10,426 3,945	- 15.6 - 24.1 - 18.1 - 12.4 + 4.4 - 7.2 - 10.2 - 17.7 - 3.6 + 5.8 - 17.7 - 23.7 - 28.8 - 23.9 - 14.1 - 20.7 - 16.2 + 1.2

^{*1951} sales and stocks have been revised 5505-504 6-11-52





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DEPARTMENT STORE SALES AND STO

NOVEMBER, 1952

Canada's department stores had estimated dollar sales of \$108,045,000 in November 1952, 6.1% above November 1951 and 11.0% higher than in October. The value of department store inventories as of October 31 totalled \$223,465,000, 7.4% below those held on October 31, 1951 but 8.8% above the previous month's level.

Department Store Sales in November 1951 and 1952

Province	Sale	Change,	
Fiovalce	1951	1952	1952/1951
	\$1000	\$1000	%
CANADA	101,881	108,045	+ 6.1
Maritime Provinces	6,794	7,704	+ 13.4
Quebec	16,216	16,605	+ 2.4
Ontario	38,522	39,601	+ 2.8
Manitoba	15,780	16,190	+ 2.6
Saskatchewan	5,196	5,601	+ 7.8
Alberta	6,808	8,020	+ 17.8
British Columbia	12,565	14,324	+ 14.0

All sections of the country recorded higher sales in November 1952 than in November 1951. Alberta and British Columbia showed the largest increases (17.8% and 14.0% respectively); Quebec and Ontario reported slight gains of 2.4% and 2.8%.

Twenty-three of the 30 departmental break-downs published showed increased dollar sales in November 1952 when compared with November 1951. The largest gains were recorded by the Radio and Music (54.1%), Major Appliances (44.7%), and Furniture (24.0%) departments. The largest losses were reported by Men's and Boys' shoes (7.3%), and Food and Kindred Products (5.9%).

Twenty departments held lower inventories this year than last. The value of inventories held by the Ladies' Apparel and Accessories group as of October 31, 1952 was 1.7% below October 31, 1951. However, within this group both the Women's and Misses' Dresses, and the Aprons, Housedresses and Uniforms departments had substantially higher inventories in 1952. All departments dealing with men's and boys' clothing and consumer durables held lower stocks in 1952.

Department Store Sales and Stocks

November 1951 and November 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

_		SALES *			STOCKS*		
	Department	Nov.	Nov.	Change	Oct. 31	Oct. 31	Change
		1951	1952	1952/51	1951	1952	1952/51
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	101,881	108,045	+ 6.1	241,269	223,465	- 7.4
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,504 2,608 2,151 2,820 5,704 3,837 518 923 4,696 4,843	2,488 2,993 2,387 3,242 6,109 4,068 545 972 4,702 4,649	+ 14.8 + 11.0 + 15.0 + 7.1 + 6.0 + 5.2 + 5.3 + 0.1	4,211 4,092 5,069 6,128 9,753 8,245 924 1,169 9,785 12,942	3,890 5,133 6,030 8,346 8,885 1,177 1,192 9,187	+ 18.3 - 4.9 + 2.2 - 0.8 - 14.4 + 7.8 + 27.4 + 2.0 - 6.1 - 4.5
	Ladies' Apparel and Accessories. Total 1 - 10	30,604	32,155	+ 5.1	62,318	61,282	- 1.7
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	3,726 6,513 3,367 2,162 6,611 2,276 285 2,136 3,321 2,208 1,234 5,239 4,374 2,394 1,520 4,515 2,299 5,790 2,139 9,168	3,798 6,586 3,375 2,004 6,219 2,399 2,085 3,412 2,164 1,382 6,036 5,422 3,465 2,342 4,896 2,532 6,047 2,306 9,091	+ 1.1 + 0.2 - 7.3 - 5.9 + 5.4 + 15.4 - 2.4 - 2.0 + 12.0 + 15.2 + 24.0 + 44.7 + 54.1 + 8.4 + 10.1	10,076 14,221 7,816 5,476 4,882 5,464 948 8,828 8,736 6,185 7,394 21,393 13,041 8,604 5,151 12,522 9,217 14,236 4,885 9,876	12,488 5,870 4,879 3,882 5,829 1,051 8,287 8,084 6,071 7,702 19,477 10,941 7,302 4,385 11.817 8,132 13,039 5,189	- 24.9 - 10.9 - 20.5 + 6.7 + 10.9 - 6.1 - 7.5 - 1.8 + 4.2 - 9.0 - 16.1 - 15.1 - 14.9 - 5.6 - 11.8 - 8.4

Note. Canada totals do not include Newfoundland figures.

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^{• 1951} sales and stocks have been revised.





DOMINION BUREAU OF STATISTICS Industry and Merchandising Division OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

DECEMBER, 1952

Sales of Canadian department stores reached a new monthly high of \$137,169,000 in December 1952, 14.5% above December 1951. On the other hand the value of inventories held by department stores as of November 30, 1952 hardly changed (+0.3%) from the previous year. All areas recorded substantial increases, the largest gain being shown by Saskatchewan (20.0%).

Department Store Sales in December 1951 and 1952

Province		les	Change,
	1951	1952	1952/1951
	\$'000	\$1000	%
CANADA	119,774	137,169	+ 14.5
Maritime Provinces	8,476	9,874	+ 16.5
Quebec	18,919	22,003	+ 16.3
Ontario	43,584	50,513	+ 15.9
Manitoba	17,787	19,210	+ 8.0
Saskatchewan	6,011	7,213	+ 20.0
Alberta	8,330	9,788	+ 17.5
British Columbia	16,667	18,568	+ 11.4

The long uninterrupted rise of department store dollar sales in the post-war period continued during 1952, when sales reached \$977,758,000, 8.4% above the 1951 total of \$901,717,000. The Maritime Provinces reported the largest increase (15.8%), followed by Alberta (11.5%) and British Columbia (11.1%). Of particular significance in 1952 was the high level of sales within the Furniture, Major Appliances, and Radio and Music departments.

On page 5 is a chart depicting the percentage changes from the same week of the previous year of weekly department store sales during 1952.

All but 1 of the 30 departmental break-downs published showed increased dollar sales in December 1952 when compared with December 1951. Sales of consumer durables showed the largest gains; the Ladies' Apparel and Accessories grouping reported total sales of \$37,579,000 or 13.8% higher than in 1951.

Department Store Sales - January-to-December 1951-1952

Province	Sa	Change		
	1951	1952	1952/1951	
	\$'000	\$'000	%	
CANADA	901,717	977,758	+ 8.4	
Maritime Provinces	60,057	69,543	+ 15.8	
Quebec	145,626	155,714	+ 6.9	
Ontario	329,662	356,855	+ 8.2	
Manitoba	137,115	141,002	+ 2.8	
Saskatchewan	45,393	50,091	+ 10.3	
Alberta	63,660	70,977	+ 11.5	
British Columbia	120,204	133,576	+ 11.1	

Department Store Sales and Stocks

December 1951 and December 1952

These figures are estimates of total department store sales and stocks.

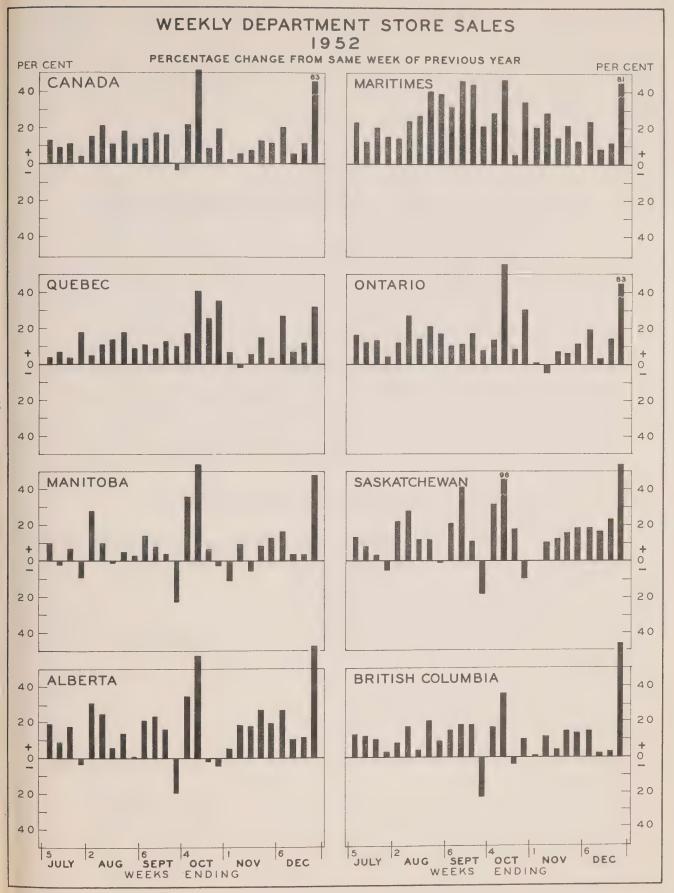
Stocks are at selling value.

			CONTRACTOR AND				
		SALES *			STOCKS*		
	Department	Dec. 1951	Dec. 1952	Change 1952/51	Nov. 30 1951	Nov. 30 1952	Change 1952/51
		\$'000	\$.000	%	\$,000	\$'000	%
	TOTAL, ALL DEPARTMENTS	119,774	137,169	+ 14.5	225,558	226,170	+ 0.3
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs	3,009 1,331 2,986 1,905 5,441 5,205 763 782 7,149 4,444	1,578 3,523 2,415 6,529 5,923 845 878 7,603	+ 2.3 + 18.6 + 18.0 + 26.8 + 20.0 + 13.8 + 10.7 + 12.3 + 6.4 + 17.1	4,114 3,289 4,886 4,674 8,694 7,592 885 1,013 9,332 11,923	4,654 3,411 5,443 4,713 8,525 8,994 1,193 1,095 9,432 12,415	+ 13.1 + 3.7 + 11.4 + 0.8 - 1.9 + 18.5 + 34.8 + 8.1 + 1.1 + 4.1
	Ladies' Apparel and Accessories. Total 1 — 10	33,015	37,579	+ 13.8	56,402	59,875	+ 6.2
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	3,292 9,723 3,161 2,526 7,924 3,894 579 1,717 3,522 2,395 2,230 4,630 3,906 1,903 2,139 5,119 4,525 10,207 3,794 9,513	10,750 3,557 2,791 7,742 4,215 714 1,760 3,987 2,558 2,533 5,618 5,007 2,800 3,028 6,087 5,173 12,159 4,162	+ 18.6 + 10.6 + 12.5 + 10.5 - 2.3 + 8.2 + 23.3 + 2.5 + 13.2 + 6.8 + 13.6 + 21.3 + 28.2 + 47.1 + 41.6 + 18.9 + 14.3 + 18.4 + 9.7 + 16.1	9,152 13,159 6,653 4,977 4,976 5,866 949 7,842 8,598 6,053 7,549 20,013 12,468 7,497 4,694 12,451 9,066 13,034 5,043 9,116	7,686 12,833 5,912 5,077 4,220 6,501 983 7,896 8,701 6,419 7,977 18,166 11,736 7,938 4,352 12,663 8,854 13,014 5,481 9,886	- 16.0 - 2.5 - 11.1 + 2.0 - 15.2 + 10.8 + 3.6 + 0.7 + 1.2 + 6.0 + 5.7 - 9.2 - 5.9 + 7.3 + 1.7 - 2.3 - 0.2 + 8.4

¹⁹⁵¹ sales and stocks have been revised

January to December 1951 and January to December 1952

	SALES				
Department	Jan. to Dec.	Jan. to Dec.	Change 1952/1951		
TOTAL, ALL DEPARTMENTS	\$'000 901,717 30,873 25,514 21,880 13,116 42,907 33,877 6,644 9,026 37,701 39,639	\$'000 977,758 31,729 28,191 25,319 15,579 49,264 38,555 7,268 9,834 39,496 42,413	% + 8.4 + 2.8 + 10.5 + 15.7 + 18.8 + 14.8 + 13.8 + 9.4 + 9.0 + 4.8 + 7.0		
Ladies' Apparel and Accessories. Total 1 — 10	261,177	287,648	+ 10.1		
11. Men's Clothing	30,534 44,455 24,503 16,518 64,575 22,011 2,916 23,309 33,132 19,197 12,844 55,150 51,412 31,046 12,400 53,541 19,091 34,776 15,352	31,692 48,527 26,892 17,099 64,452 24,126 3,238 23,136 36,044 20,276 13,527 58,915 58,921 37,500 15,915 56,736 20,196 38,770 16,642	+ 3.8 + 9.2 + 9.7 + 3.5 - 0.2 + 9.6 + 11.0 - 0.7 + 8.8 + 5.6 + 5.3 + 6.8 + 14.6 + 20.8 + 28.3 + 6.0 + 5.8 + 11.5 + 8.4		





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Government Publications

DEPARTMENT STORE SALES AND STOCKS

JANUARY, 1953

Department Store sales in Canada totalled \$63,810,000 in January 1953, 15.7% higher than in January 1952 when sales equalled \$55,159,000. All regions reported substantial increases, the largest being shown by Alberta (24.1%). Manitoba recorded a gain of 18.6%; sales in Quebec and Ontario were up 11.6% and 17.2% respectively.

Department Store Sales in January 1952 and 1953

	Sal	Change,	
Province	1952	1953	1953/1952
	\$'000	\$1000	
CANADA	55,159	63,810	+ 15.7
Maritime Provinces	3,248	3,605	+ 11.0
Quebec	8,951	9,990	+ 11.6
Ontario	19,672	23,055	+ 17.2
Manitoba	7,987	9,472	+ 18.6
Saskatchewan	2,886	3,399	+ 17.8
Alberta	4,128	5,123	+ 24.1
British Columbia	8,287	9,166	+ 10.6

Prepared in Merchandising and Services Section.

Inventories held by department stores on December 31, 1952 were evaluated at \$182,926,000, an increase of 0.2% when compared with the previous year. The Lingerie and Corsets department showed the greatest increase in inventories (19.5%) and the Food and Kindred Products department reported the sharpest drop (-18.9%).

All departments except Food and Kindred Products reported higher sales this year than last with nine departments recording increases greater than 20%. The Major Appliances and Radio and Music departments led all others with gains of 70.2% and 48.5% (it should be noted that January 1952 sales in these departments were 43.8% and 4.5% lower than in January 1951). Sales of ladies apparel and accessories rose 14.7% over January 1952.

Department Store Sales and Stocks January 1952 and January 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES			STOCKS*		
Department	Jan.	Jan.	Change	Dec. 31	Dec. 31	Change	
	1952	1953	1953/52	1951	1952	1952/51	
	\$'000	\$,000	%	\$'000	\$,000	%	
TOTAL, ALL DEPARTMENTS	55,159	63,810	+ 15.7	182,562	182,926	+ 0.2	
1. Women's and Misses' Dresses	1,579 1,123 1,267 1,372 1,835 2,351 435 337 1,859 1,697	1,718 1,325 1,436 1,823 2,034 2,617 471 412 2,103 1,953	+ 8.8 + 18.0 + 13.3 + 32.9 + 10.8 + 11.3 + 8.3 + 22.3 + 13.1 + 15.1	3,011 2,554 3,304 3,825 6,465 5,691 703 695 6,017 10,064	4,051 6,754	+ 5.2 + 16.3 + 5.9 + 4.5 + 19.5 + 8.3 - 5.9 + 0.7	
Ladies' Apparel and Accessories. Total 1 — 10	13,855	15,892	+ 14.7	42,329	44,985	+ 6.3	
1. Men's Clothing	1,675 663 3,099 3,736 1,803 1,053 2,861 916 961 940	2,118 2,416 1,293 870 4,812 1,899 201 2,414 4,040 1,762 771 3,974 4,853 3,069 1,564 3,382 1,061 1,224 1,145 5,050	+ 7.8 + 12.3 + 0.1 + 14.9 - 5.8 + 13.5 + 26.4 + 2.3 + 7.6 + 5.2 + 16.3 + 28.2 + 29.9 + 70.2 + 48.5 + 18.2 + 15.8 + 27.4 + 21.8 + 15.2	7,373 8,538 5,036 3,829 4,149 4,376 7,763 7,640 5,396 6,903 19,154 12,602 7,354 4,131 11,495 7,041 6,557 3,079 7,040	8,130 4,998 3,996 3,365 4,851 7,927 8,112 5,543 6,930 17,235 11,975 7,780 4,014 11,736 6,768 6,619 3,317	+ 4.4 - 18.9 + 10.9 + 1.5 + 2.1 + 6.2 + 2.7 + 0.4 - 10.0 - 5.0 + 5.8 - 2.8 + 2.1 - 3.9 + 0.9 + 7.7	

¹⁹⁵² sales and stocks have been revised.





DOMINION BUREAU OF STATISTICS Industry and Merchandising Division

MERCHANDISING FILE *D

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DEPARTMENT STORE SALES AND STOCKS

FEBRUARY, 1953

Department store sales in February at \$61,490,000 were only slightly higher (2.1%) than in February 1952. This was the smallest monthly increase over the corresponding month of last year since April 1952. Alberta showed the largest February increase with sales 7.0% above last year and the Maritime Provinces recorded again of 6.9%. Sales were lower in Saskatchewan and Manitoba with decreases of 0.7% and 3.6% respectively.

Department Store Sales in February 1952 and 1953

Description	Sa	Sales				
Province	1952	1953	1953/1952			
	\$'000	\$'000				
CANADA	60,220	61,490	+ 2.1			
Maritime Provinces	3,540	3,784	+ 6.9			
Quebec	9,133	9,516	+ 4.2			
Ontario	22,121	22,630	+ 2.3			
Manitoba	9,122	8,793	- 3.6			
Saskatchewan	3,030	3,009	- 0.7			
Alberta	4,539	4,857	+ 7.0			
British Columbia	8,735	8,901	+ 1.9			

Prepared in Merchandising and Services Section.

For the first ten months of 1952, month-end inventories of department stores were considerably below the 1951 levels while 1952 November and December inventories were only slightly above those of 1951. Inventories at January 31, 1953, however, showed a substantial gain over 1952 (+14.0%) amounting to \$197,147,000 compared to \$172,953,000 at January 31, 1952. All departments except food and china and glassware reported higher dollar value of inventories than at the end of January last year, increases ranging from 36.2% in women's and misses' sportswear to 0.7% in millinery.

Ninteen of the thirty departments reported higher sales this February than last. Fur sales increased 29.7% and substantial gains were recorded in radio and music sales (24.6%) major appliances (16.5%) and furniture (14.2%). Decreases in 1953 sales were more prevalent in clothing and dry goods departments, with women's and misses' dresses down 11.4% and linens and domestics 8.4%.

February 1952 and February 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES		STOCKS*			
	Department	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
		1952	. 1953	1953/52	1952	1953	1953,52
		\$'000	\$,000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	60,220	61,490	+ 2.1	172,953	197,147	+ 14.0
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,109 1,533 1,394 627 2,244 2,608 450 514 2,223 2,153	1,868 1,516 1,462 813 2,379 2,664 432 527 2,218 2,206	- 11.4 - 1.1 + 4.9 + 29.7 + 6.0 + 2.1 - 4.0 + 2.5 - 0.2 + 2.5	3,458 2,860 3,133 3,016 6,529 5,378 643 934 5,656 9,890	3,957 3,293 4,267 3,359 8,495 7,196 851 941 6,152 11,776	+ 14.4 + 15.1 + 36.2 + 11.4 + 30.1 + 33.8 + 32.3 + 0.7 + 8.8 + 19.1
	Ladies' Apparel and Accessories. Total 1 — 10	15,855	16,085	+ 1.5	41,497	50,287	+ 21.2
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products. Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	1,872 2,089 1,194 862 5,374 1,812 180 2,047 2,969 1,636 811 4,299 4,254 2,437 1,137 3,534 1,089 1,136 1,031 4,602	1,749 2,145 1,115 879 4,810 1,838 203 1,911 2,719 1,512 796 4,604 4,857 2,840 1,417 3,716 1,133 1,214 1,086 4,861	- 6.6 + 2.7 - 6.6 + 2.0 - 10.5 + 1.4 + 12.8 - 6.6 - 8.4 - 7.6 - 1.8 + 7.1 + 14.2 + 16.5 + 24.6 + 5.1 + 4.0 + 6.9 + 5.3 + 5.6	6,590 7,812 4,641 3,769 4,485 4,058 763 6,788 6,751 4,938 6,882 18,388 11,336 6,376 3,714 11,146 6,749 2,947 6,819	6,715 9,275 5,600 4,513 3,952 4,730 853 7,852 8,372 5,506 6,815 18,874 13,030 7,448 4,579 12,444 6,783 8,151 3,447 7,921	+ 1.9 + 18.7 + 20.7 + 19.7 - 11.9 + 16.6 + 11.8 + 15.7 + 24.0 + 11.5 - 1.0 + 2.6 + 14.9 + 16.8 + 23.3 + 11.6 + 4.3 + 20.8 + 17.0 + 16.2

¹⁹⁵² sales and stocks have been revised.





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Industry and Merchandising Division MERCHANDISING FILE •D

OTTAWA

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DEPARTMENT STORE SALES AND STOCKS

MARCH, 1953

Canadian department stores had estimated retail sales of \$77,165,000 in March 1953, an increase of 9.8% over March 1952 and 25.5% above February 1953. Cumulative sales for the first quarter of 1953 totalled \$202,465,000 or 9.1% higher than sales in the first three months of 1952.

All sections of the country followed the national pattern in March 1953 with increases from 4.0% in British Columbia to 19.6% in Saskatchewan. Cumulative sales in all provinces were also ahead of the comparable period in 1952 with gains ranging from 5.3% in British Columbia to 14.3% in Alberta.

Department Store Sales in March 1952 and 1953

Description	Sa	Change	
Province	1952	1953	1953/1952
	\$'000	\$' 000	%
CANADA	70,266	77,165	+ 9.8
Maritime Provinces	4,504	4,995	+ 10.9
Quebec	11,877	13,053	+ 9.9
Ontario	25,234	27,808	+ 10.2
Manitoba	10,014	10,925	+ 9.1
Saskatchewan	3,433	4,106	+ 19.6
Alberta	5,227	5,902	+ 12.9
British Columbia	9,977	10,376	+ 4.0

Department stores have been doing a thriving business in ladies' apparel and accessories since April 1952 and this trend continued into March 1953 when total sales reached \$25,131,000, 14.6% above March 1952. Other departments showing major increases in March 1953 were radio and music (27.9%), major appliances (21.4%), photographic equipment and supplies (21.1%), and sporting goods and luggage (16.5%).

Inventories held by department stores on February 28, 1953 were evaluated at \$223,025,000, 16.8% above last year and 13.1% higher than inventories held on January 31, 1953. All departments but food and kindred products and china and glassware held larger stocks this year than last.

Department Store Sales - January-to-March 1952-1953

Province		les	Change	
	1952	1953	1953/1952	
	\$'000	\$1000	%	
CANADA	185,645	202,465	+ 9.1	
Maritime Provinces	11,292	12,384	+ 9.7	
Quebec	29,961	32,559	+ 8.7	
Ontario	67,027	73,493	+ 9.6	
Manitoba	27,123	29,190	+ 7.6	
Saskatchewan	9,349	10,514	+ 12.5	
Alberta	13,894	15,882	+ 14.3	
British Columbia	26,999	28,443	+ 5.3	

Note: The difference between the totals in the preceding tables and those on pages 3 and 4 is due to the revision of provincial figures.

Department Store Sales and Stocks

March 1952 and March 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES*		STOCKS*			
	Department	March 1952	March 1953	Change 1953/52	Feb. 29 1952	Feb. 28	Change 1953/52
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	70,213	77,165	+ 9.9	190,960	223,025	+ 16.8
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs	2,536 3,297 1,521 628 3,605 2,699 588 992 2,830 3,239	2,611 3,973 1,688 858 4,473 2,956 581 1,189 3,145 3,657	+ 3.0 + 20.5 + 11.0 + 36.6 + 24.1 + 9.5 - 1.2 + 19.9 + 11.1 + 12.9	4,443 4,305 3,928 3,381 7,528 6,004 741 1,293 6,612 11,279	5,056 5,166 5,210 3,721 10,729 8,359 1,035 1,429 7,814 14,109	+ 13.8 + 20.0 + 32.6 + 10.1 + 42.5 + 39.2 + 39.7 + 10.5 + 18.2 + 25.1
	Ladies' Apparel and Accessories. Total 1 - 10	21,935	25,131	+ 14.6	49,514	62,628	+ 26.5
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products. Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies. Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,606 2,505 2,106 1,216 5,455 1,774 185 2,254 2,251 1,593 779 4,725 3,863 2,622 1,082 4,057 1,121 1,490 993 5,601	2,893 2,618 2,326 1,217 5,035 1,852 224 2,216 2,407 1,578 795 5,205 4,459 3,182 1,384 4,568 1,171 1,736 1,094 6,074	+ 11.0 + 4.5 + 10.4 + 0.1 - 7.7 + 4.4 + 21.1 - 1.7 + 6.9 - 0.9 + 2.1 + 10.2 + 15.4 + 27.9 + 12.6 + 4.5 + 16.5 + 16.5 + 16.5 + 8.4	7,195 8,835 5,329 4,073 4,701 4,392 791 7,756 7,411 5,437 7,385 19,299 12,171 6,322 3,710 11,892 6,868 7,345 3,079 7,455	7,562 11,124 6,680 5,174 4,059 4,990 854 8,601 9,477 5,479 7,164 20,497 14,208 8,274 4,654 13,020 7,225 8,905 3,484 8,966	+ 5.1 + 25.9 + 25.4 + 27.0 - 13.7 + 13.6 + 8.0 + 10.9 + 27.9 + 0.8 - 3.0 + 6.2 + 16.7 + 30.9 + 25.4 + 9.5 + 5.2 + 21.2 + 20.3

Note. Canada totals do not include Newfoundland figures.
• 1952 sales and stocks have been revised.

January-to-March 1952 and January-to-March 1953

	SALES				
Department	Janto-March 1952	Janto-March	Change 1953/1952		
	\$'000	\$,000	%		
TOTAL, ALL DEPARTMENTS	185,592	202,465	+ 9.1		
1. Women's and Misses' Dresses	6,224 5,953 4,182 2,627 7,684 7,658 1,473 1,843 6,912 7,089	6,197 6,814 4,586 3,494 8,886 8,237 1,484 2,128 7,466 7,816	- 0.4 + 14.5 + 9.7 + 33.0 + 15.6 + 7.6 + 0.7 + 15.5 + 8.0 + 10.3		
Ladies' Apparel and Accessories. Total 1 — 10	51,645	57,108	+ 10.6		
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 23. Furniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	6,442 6,746 4,592 2,835 15,935 5,259 524 6,660 8,973 4,904 2,253 12,123 11,853 6,862 3,272 10,452 3,126 3,587 2,964 14,585	6,760 7,179 4,734 2,966 14,657 5,589 628 6,541 9,166 4,852 2,362 13,783 14,169 9,091 4,365 11,666 3,365 4,174 3,325 15,985	+ 4.9 + 6.4 + 3.1 + 4.6 - 8.0 + 6.3 + 19.8 - 1.8 + 2.2 - 1.1 + 4.8 + 13.7 + 19.5 + 32.5 + 33.4 + 11.6 + 7.6 + 16.4 + 12.2 + 9.6		







DOMINION BUREAU OF STATISTICS MARKETY 11 Industry and Merchandising Division

OTTAWA

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Government Publications

DEPARTMENT STORE SALES AND STOCKS

APRIL. 1953

Canada's department stores had estimated dollar sales of \$78,316,000 in April 1953, 4.3% above April, 1952 and 1.5% higher than in March. The largest year to year increases were reported by Saskatchewan (15.5%) and Alberta (14.7%); Ontario was the only province to show lower sales this year than last (-2.3%).

Department store sales of ladies' and men's wearing apparel were generally lower in April 1953 than in April 1952. For

Department Store Sales in April 1952 and 1953

Province	Sa	Change					
Flovince	1952	1953	1953/1952				
	\$'000 \$'000		%				
CANADA	75,058	78,316	+ 4.3				
Maritime Provinces	5,419	5,576	+ 2.9				
Quebec	12,129	12,698	+ 4.7				
Ontario	28,421	27,768	- 2.3				
Manitoba	10,733	11,602	+ 8.1				
Saskatchewan	3,902	4,507	+ 15.5				
Alberta	5,050	5,792	+ 14.7				
British Columbia	9,404	10,373	+ 10.3				

Prepared in Merchandising and Services Section.

example, sales in the millinery and boys' clothing and furnishings departments dropped 10.4% and 9.5%, respectively. On the other hand, April sales of consumer durables were all substantially higher than in the previous year.

Inventories held by Canadian department stores on March 31, were evaluated at \$237,349,000, 16.8% above inventories held on the same date in 1952 and higher than at any date since October 1951. An analysis of inventory holdings by departments shows that only china and glassware and food and kindred products held lower inventories this year. Nearly every other department reported a major increase over March 31, 1952; examples are girls' and infants' wear (+39.0%), major appliances (+36.1%), men's furnishings (+27.2%), sporting goods and luggage (+26.3%).

Department Store Sales and Stocks APRIL 1952 and APRIL 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

	SALES		STOCKS*			
Department	April	April	Change	Mar. 31	Mar.31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$,000	%	\$,000	\$,000	%
TOTAL, ALL DEPARTMENTS	75,058	78,316	+ 4.3	203,211	237,349	+ 16.8
1. Women's and Misses' Dresses	2,997 3,842 1,856 407 4,387 2,766 607 1,278 3,287 4,053	2,819 3,568 1,831 399 4,410 2,935 587 1,145 3,320 3,907	- 5.9 - 7.1 - 1.3 - 2.0 + 0.5 + 6.1 - 3.3 - 10.4 + 1.0 - 3.6	4,791 4,419 4,585 3,760 7,958 7,091 947 1,404 7,268 12,221	5,175 4,908 5,863 4,191 11,058 9,072 1,245 1,456 8,225 14,365	+ 8.0 + 11.1 + 27.9 + 11.5 + 39.0 + 27.9 + 31.5 + 3.7 + 13.2 + 17.5
0. Women's, Misses' and Children's Shoes Ladies' Apparel and Accessories. Total 1 - 10	25,480	24,921	- 2.2		65,558	
1. Men's Clothing 2. Men's Furnishings 3. Boys' Clothing and Furnishings 4. Men's and Boys' Shoes 5. Food and Kindred Products. 6. Toiletries, Cosmetics and Drugs 7. Photographic Equipment and Supplies 8. Piece Goods 9. Linens and Domestics 10. Smallwares 11. Home Furnishings 12. Home Furnishings 13. Furniture 14. Major Appliances 15. Hardware and Housewares 16. Hardware and Housewares 17. Jewellery 18. Sporting Goods and Luggage 19. Stationery, Books and Magazines 19. All Other Departments	2,676 2,861 2,570 1,354 5,121 1,668 185 1,849 1,986 1,431 805 5,094 3,850 2,497 748 4,844 1,037 2,002 878 6,122	2,595 2,926 2,326 1,353 4,321 1,789 221 1,916 2,309 1,532 863 5,647 4,753 3,061 1,163 5,457 1,180 2,517 976 6,490	- 3.0 + 2.3 - 9.5 - 0.1 - 15.6 + 7.3 + 19.5 + 3.6 + 16.3 + 7.1 + 7.2 + 10.9 + 23.5 + 22.6 + 55.5 + 12.7 + 13.8 + 25.7 + 11.2 + 6.0		8,252 12,355 7,021 5,430 3,874 5,179 893 9,027 9,940 6,097 7,501 21,773 15,866 8,823 4,986 13,859 7,377 9,947 3,744 9,847	+ 27.2 + 23.3 + 25.3 - 13.0 + 10.9 + 12.0 + 9.8 + 22.1

Note. Canada totals do not include Newfoundland figures.

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¹⁹⁵² sales and stocks have been revised.



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Industry and Merchandising Division

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Publications

DEPARTMENT STORE SALES AND STOCKS

MAY, 1953

Department store sales in Canada totalled \$83,942,000 in May 1953, a slight gain of 0.6% over May 1952. Quebec, Ontario, Saskatchewan and Alberta reported increases of 2.8%, 3.0%, 3.6% and 2.3%, respectively. The Maritime Provinces, Manitoba and British Columbia did not follow the national trend; department store sales in these areas were estimated to be 6.0%, 4.1% and 1.7% lower than in the previous year.

Department Store Sales in May 1952 and 1953

Province	Sa.	Sales 1952 1953		
	1954	1955	1953/1952	
	\$'000	\$1000	%	
CANADA	83,460	83,942	+ 0.6	
Maritime Provinces	6,520	6,129	- 6.0	
Quebec	13,465	13,842	+ 2.8	
Ontario	29,804	30,698	+ 3.0	
Manitoba	11,959	11,469	- 4.1	
Saskatchewan	4,239	4,391	+ 3.6	
Alberta	5,926	6,063	+ 2.3	
British Columbia	11,547	11,350	- 1.7	

Inventories held by department stores on April 30, 1953 were valued at \$240,054,000, 20.2% higher than on April 30, 1952. Every department but food and kindred products held larger stocks this year than last, with some of the marked increases being shown by the following departments; girls' and infants' wear (48.2%), boys' clothing and furnishings (28.0%), major appliances (50.7%), radio and music (48.3%) and sporting goods and luggage (39.7%). An interesting feature of current inventory holdings is that although higher than in 1952, they are generally quite close to 1951 levels. For example, department store stocks on March 31, and April 30, 1951 were evaluated at \$238,477,000 and \$239,204,000 or 99.5% and 100.4% of those held on the corresponding dates in 1953.

Department Store Sales and Stocks

MAY 1952 and MAY 1953

These figures are estimates of total department store sales and stocks.

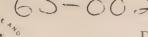
Stocks are at selling value.

			SALES		STOCKS*		
	Department	May	May	Change	April 30	April 30	Change
		1952	1953	1953/52	1952	1953	1953/52
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	83,651	83,942	+ 0.3	199,674	240,054	+ 20.2
2. 3. 4. 5. 6.	Women's and Misses' Dresses	3,842 2,518 2,243 218 3,706 3,357 778	3,794 2,400 2,305 205 3,862 3,434 783	- 1.2 - 4.7 + 2.8 - 6.0 + 4.2 + 2.3 + 0.6	4,535 3,759 4,872 3,707 7,309 7,973 1,052	5,049 4,665 6,140 4,426 10,832 9,198 1,273	+ 11.3 + 24.1 + 26.0 + 19.4 + 48.2 + 15.4 + 21.0
9.	Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Shoes	841 3,157 4,329	862 3,229 4,267	+ 2.5 + 2.3 - 1.4	1,070 6,322 11,649	1,260 8,334 14,211	+ 17.8 + 31.8 + 22.0
	Ladies' Apparel and Accessories. Total 1 — 10	24,989	25,141	+ 0.6	52,248	65,388	+ 25.1
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products. Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies. Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,627 3,566 2,103 1,550 5,536 1,840 231 2,023 2,672 1,604 1,083 6,068 5,402 4,010 941 6,020 1,345 2,749 868 6,424	2,582 3,362 2,019 1,431 4,954 1,862 2,032 2,523 1,623 1,040 5,931 5,639 3,678 1,265 6,636 1,349 3,052 945 6,618	- 1.7 - 5.7 - 4.0 - 7.7 - 10.5 + 1.2 + 12.6 + 0.4 - 5.6 + 1.2 - 4.0 - 2.3 + 4.4 - 8.3 + 34.4 + 10.2 + 0.3 + 11.0 + 8.9 + 3.0	19,589	8,069 12,624 6,874 5,208 3,405 5,210 893 9,046 9,905 6,146 7,898 21,943 16,519 8,584 5,707 14,160 7,716 10,841 3,922 9,996	+ 8.0 + 25.8 + 28.0 + 24.9 - 20.5 + 8.6 + 14.6 + 9.5 + 15.9 + 0.6 + 12.0 + 34.3 + 50.7 + 48.3 + 13.2 + 9.6 + 39.7 + 14.4 + 30.0

¹⁹⁵² sales and stocks have been revised.

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DOMINION BUREAU OF STATISTICS POLITICAL ECONOMY MERCHANDISING FILL

Industry and Merchandising Division

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DEPARTMENT STORE SALES AND STOCKS

JUNE, 1953

Canada's department stores had estimated dollar sales of \$442,669,000 in the first half of 1953, an increase of 5.1% over the same six months of 1952. June sales totalled \$77,946,000 or 1.2%

June sales in the Maritime Provinces and Ontario were 10.3% and 2.2% below the previous year. All other provinces had higher sales; Saskatchewan recorded the largest gain (11.2%) for the fourth consecutive month.

Department Store Sales in June 1952 and 1953

*			
Province	Sa	Change,	
	1952	1953	1953/1952
	\$'000	\$1000	%
CANADA	77,007	77,946	+ 1.2
Maritime Provinces	6,190	5,552	-10.3
Wartime Provinces			
Quebec	12,317	12,859	+ 4.4
Ontario	29,089	28,449	- 2.2
Manitoba	10,476	10,853	+ 3.6
Saskatchewan	3,613	4,018	+11.2
Alberta	5,196	5,633	+ 8.4
British Columbia	10,126	10,582	+ 4.5

An analysis of sales trends by departments in the first six months of 1953 indicates a general lack of uniformity in consumer purchases of wearing apparel. There has been a considerable variation in sales movement between the various clothing departments and it is interesting to speculate whether this trend will continue during the rest of the year.

At the end of May department store inventories were evaluated at \$234,504,000, or 19.6% more than a year ago. The outstanding feature of stock holdings on this date was the very large increase of durable goods inventories. Stocks held by the furniture, major appliances and radio and music departments were 40.1%, 75.8% and 44.3% higher than on May 31, 1952.

Department Store Sales - January-to-June 1952-1953

Province	Sa	Change	
	1952	1953	1953/1952
	\$'000	\$'000	%
CANADA	421,170	442,669	+ 5.1
Maritime Provinces	29,421	29,641	+ 0.7
Quebec	67,872	71,958	+ 6.0
Ontario	154,341	160,408	+ 3.9
Manitoba	60,291	63,114	+ 4.7
Saskatchewan	21,103	23,430	+11.0
Alberta	30,066	33,370	+11.0
British Columbia	58,076	60,748	+ 4.6

June 1952 and June 1953

			SALES			STOCKS	
	Dep ar tm ent	June 1952	June 1953	Change 1953/52	May 31 1952	May 31 1953	Change 1953/52
		\$'000	\$.000	%	\$'000	\$,000	%
	TOTAL, ALL DEPARTMENTS	77,108	77,946	+ 1.1	196,023	234,504	+ 19.6
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	3,737 1,297 2,336 118 3,048 3,179 829 598 2,608 3,662	3,507 1,158 2,393 87 3,140 3,292 744 574 2,702 3,584	- 6.2 - 10.7 + 2.4 - 26.3 + 3.0 + 3.6 - 10.3 - 4.0 + 3.6 - 2.1	4,569 3,222 5,021 3,866 7,404 7,400 999 996 6,670 11,350	4,454 3,573 6,143 4,303 10,161 8,374 1,237 1,037 7,925 13,496	- 2.5 + 10.9 + 22.3 + 11.3 + 37.2 + 13.2 + 23.8 + 4.1 + 18.8 + 18.9
ı	Ladies' Apparel and Accessories. Total 1 — 10	21,412	21,181	- 1.1	51,497	60,703	+ 17.9
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing	2,580 3,905 1,686 1,412 4,880 1,802 278 1,776 2,680 1,458 1,061 4,961 5,631 3,829 806 5,565 1,422 3,056 811 6,097	2,421 3,914 1,626 1,323 4,686 1,860 301 1,729 2,570 1,530 1,099 5,036 5,794 3,589 924 5,887 1,425 3,337 903 6,811	- 6.2 + 0.2 - 3.6 - 6.3 - 4.0 + 3.2 + 8.3 - 2.6 - 4.1 + 4.9 + 3.6 + 1.5 + 2.9 - 6.3 + 14.6 + 5.8 + 0.2 + 9.2 + 11.3 + 11.7	7,344 9,867 5,242 3,974 4,171 4,943 779 7,976 8,257 5,917 8,074 18,995 11,499 5,214 3,938 12,307 7,008 7,729 3,396 7,896	8,226 12,854 6,819 5,116 3,437 5,160 905 8,689 9,492 6,052 8,093 21,422 16,111 9,165 5,682 13,908 7,712 11,183 3,960 9,815	+ 12.0 + 30.3 + 30.1 + 28.7 - 17.6 + 4.4 + 16.2 + 8.9 + 15.0 + 2.3 + 0.2 + 12.8 + 40.1 + 75.8 + 44.3 + 13.0 + 10.0 + 44.7 + 16.6 + 24.3

January to June 1952 and January to June 1953

	SALES			
Department	Jan. to June	Jan. to June	Chunge	
	1952	1953	1953/1952	
TOTAL, ALL DEPARTMENTS	\$*000	\$'000	%	
	421,409	442 ,669	+ 5.0	
1. Women's and Misses' Dresses	16,800	16,317	- 2.9	
	13,610	13,940	+ 2.4	
	10,617	11,115	+ 4.7	
	3,370	4,185	+ 24.2	
	18,825	20,298	+ 7.8	
	16,960	17,898	+ 5.5	
	3,687	3,598	- 2.4	
	4,560	4,709	+ 3.3	
	15,964	16,717	+ 4.7	
	19,133	19,574	+ 2.3	
Ladies' Apparel and Accessories. Total 1 — 10	123,526	128,351	+ 3•9	
11. Men's Clothing	14,325 17,078 10,951 7,151 31,472 10,569 1,218 12,308 16,311 9,397 5,202 28,246 26,736 17,198 5,767 26,881 6,930 11,394 5,521 33,228	14,358 17,381 10,705 7,073 28,618 11,100 1,410 12,218 16,568 9,537 5,364 30,397 30,355 19,419 7,717 29,646 7,319 13,080 6,149 35,904	+ 0.2 + 1.8 - 2.2 - 1.1 - 9.1 + 5.0 + 15.8 - 0.7 + 1.6 + 1.5 + 3.1 + 7.6 + 13.5 + 12.9 + 33.8 + 10.3 + 5.6 + 14.8 + 11.4 + 8.1	





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DEPARTMENT STORE SALES AND STOCKS

Government Publications

JULY, 1953

Canadian department store sales in July 1953 were equal to \$66,168,000, 8.4% above their July 1952 level. All regions shared in the gain, with the exception of the Atlantic Provinces where a decline of 0.9% from July 1952 was reported. The increases in Quebec and Ontario were below the Canada average, while those in all of the western provinces were above. Alberta's increase of 14.5% was the most outstanding recorded among the regions.

Sales gains over July 1952 were reported in all but 4 of the 30 departments. The declines in furs, food and kindred products, and

Department Store Sales in July 1952 and 1953

	Sale	S	Change,
Province	1952	1953	1953/1952
	\$'000	\$1000	%
CANADA	61,036	66,168	+ 8.4
Atlantic Provinces	5,048	5,003	- 0.9
Quebec	10,118	10,624	+ 5.0
Ontario	19,937	21,393	+ 7.3
Manitoba	6,316	6,941	+ 9.9
Saskatchewan	3,174	3,545	+ 11.7
Alberta	6,087	6,970	+ 14.5
British Columbia	10,356	11,692	+ 12.9

Prepared in Merchandising and Services Section.

piece goods were slight, at 0.4%, 1.2% and 0.3% respectively. The drop in aprons, housedresses and uniforms was 17.6%.

The selling value of stocks held by department stores at June 30 was \$227,663,000, an increase of 23.1% over June 30, 1952. The relatively high level of inventories in the furniture, major appliances and radio and music departments noted in last month's bulletin was still in evidence at the end of June. The values of these holdings were 50.9%, 55.5% and 57.3% respectively, above June 30, 1952.

This bulletin incorporates, for the first time, sales data for Newfoundland, Yukon and the North West Territories. Newfoundland is now combined with Prince Edward Island, Nova Scotia and New Brunswick to form the new region "Atlantic Provinces", while Yukon and the Territories are now included with British Columbia. All sales figures given in this report have been adjusted accordingly, and have also been revised to conform with the findings of the 1951 Census of Distribution. Previously published sales estimates in this series were based upon the 1941 Census. Revised estimates of department store sales for the first six months of this year will be given in the forthcoming bulletin "Retail Trade". Final data for 1951 and 1952 will appear in the annual report "Retail Trade, 1952".

JULY 1952 and JULY 1953

	SALES			STOCKS		
Department	July	July	Change	June 30	June 30	Change
	1952	1953	1953/ 52	1952	1953	1953/52
	\$'000	\$,000	%	\$'000	\$'000	%
			, and		**	,-
TOTAL, ALL DEPARTMENTS	61,036	66,168	+ 8=4	184,942	227,663	+ 23.1
Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs Girls' and Infants' Wear Lingerie and Corsets	2,182 762 1,912 743 2,049 2,634	2,251 814 2,134 740 2,249 2,812 591	+ 3.2 + 6.8 + 11.6 - 0.4 + 9.8 + 6.8 - 17.6	3,316 2,722 4,511 4,271 7,253 6,617 930	3,550 3,015 5,685 4,645 9,535 7,819 1,220	
Aprons, Housedresses and Uniforms Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Shoes	717 315 1,819 2,287	360 2,009 2,365	+ 14.3 + 10.4 + 3.4	811 6,196 10,703	840 7,430 12,656	+ 3.6 + 19.9 + 18.2
Ladies' Apparel and Accessories. Total 1 — 10	15,420	16,325	+ 5.9	47,330	56,395	+ 19.2
Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	1,749 2,598 1,068 1,024 4,810 1,686 281 1,394 2,586 1,255 1,060 3,745 4,370 3,386 694 4,558 1,162 2,331 738 5,121	1,916 2,751 1,099 1,026 4,751 1,804 315 1,390 2,643 1,386 1,107 4,243 5,216 3,511 959 5,120 1,248 2,861 815 5,682	+ 9.5 + 5.9 + 2.9 + 0.2 - 1.2 + 7.0 + 12.1 - 0.3 + 2.2 + 10.4 + 4.4 + 13.3 + 19.4 + 3.7 + 38.2 + 12.3 + 7.4 + 22.7 + 10.4 + 11.0	6,660 9,082 4,979 3,666 4,069 4,815 767 7,818 7,499 5,503 7,927 17,879 10,268 5,991 3,800 11,731 6,818 7,227 3,407 7,706	7,781 11,925 6,379 4,809 3,861 5,098 893 8,639 8,769 5,833 8,195 21,789 15,497 9,315 5,977 14,212 7,545 11,379 3,919 9,453	+ 28.1 + 31.2 - 5.1 + 5.9 + 16.4 + 10.5 + 16.9



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DEPARTMENT STORE SALES AND STOCKS

AUGUST, 1953

Sales of Canadian department stores, at an estimated \$70,439,000 in August 1953, were 0.8% below last year's volume and 6.5% above the estimated sales of \$66,168,000 for July this year. Inventories at the beginning of the month at selling value amounted to \$233,823,000, or 23.4% above the stocks on hand at the same date of 1952.

All provinces except Ontario and Manitoba showed small gains in dollar value of sales over August last year. Manitoba's decrease of 8.6% was the largest and the other provincial changes ranged upwards to an increase of 5.8% for Saskatchewan.

Department Store Sales in August 1952 and 1953

Province	Sal	Change,		
2 2 0 7 212 0 0	1952	1953	1953/1952	
	\$1000	\$1000	%	
CANADA	71,002	70,439	- 0.8	
Atlantic Provinces	5,754	5,817	+ 1.1	
Quebec	11,821	12,033	+ 1.8	
Ontario	22,931	21,853	- 4.7	
Manitoba	6,995	6,394	- 8.6	
Saskatchewan	3,861	4,085	+ 5.8	
Alberta	7,355	7,370	+ 0.2	
British Columbia	12,285	12,887	+ 4.9	

Decreased sales were reported for 19 of the 30 departments, and were most apparent in the apparel and food departments. Sales of the radio and music department which includes television, showed the most noteable gain, amounting to 46% above sales for the same month of last year.

The high level of inventories recorded in previous months has continued. All departments except food and kindred products contributed to this increase. The high percentage increase in inventories of the furniture, major appliances, radio and music departments noted in past months, lessened slightly while stocks of the apparel departments were greater than in recent months.

AUGUST 1952 and AUGUST 1953

		SALES		STOCKS		
Department	Aug.	Aug.	Change	July 31	July 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$.000	%	\$'000	\$'000	%
			,,,		• 000	,~
TOTAL, ALL DEPARTMENTS	71,002	70,439	- 0.8	189,482	233,823	+ 23.4
Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs Girls' and Infants' Wear	2,138 1,648 1,996 1,656 3,370	2,130 1,631 1,986 1,421 3,321	- 0.4 - 1.0 - 0.5 - 14.2	2,773 3,260 4,448 5,075 8,412	4,070	+ 15.5 + 24.8 + 27.7 + 12.3 + 35.9
Lingerie and Corsets	2,450 493 643 2,221 2,972	2,407 526 637 2,228 2,833	- 1.8 + 6.7 - 0.9 + 0.3	6,514 906 860 6,675 10,489	7,773 1,137 957 7,682	+ 19.3 + 25.5 + 11.3 + 15.1 + 20.5
Ladies' Apparel and Accessories. Total 1 — 10	19,587	19,120	- 2.4	49,412	60,270	+ 22.0
Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Lagrage Stationery, Books and Magazines All Other Departments	1,608 2,500 1,808 1,159 4,818 1,620 272 1,528 2,886 1,327 1,239 4,637 6,589 3,969 1,112 4,728 1,319 2,070 1,212 5,014	1,506 2,316 1,639 1,092 3,952 1,706 309 1,527 2,858 1,362 1,232 4,810 6,341 3,776 1,623 4,994 1,337 2,331 1,193 5,415	- 7.4 - 9.3 - 5.8 - 18.0 + 5.3 + 13.6 - 0.1 - 1.0 + 2.6 - 0.6 + 3.7 - 3.8 - 4.9 + 46.0 + 1.4 + 12.6 - 1.6	6,612 9,723 5,255 3,609 3,896 4,817 7,763 7,384 5,407 8,072 18,320 10,513 6,968 3,811 11,632 6,859 7,840 3,541 7,231	12,356 6,859 4,637 3,691 5,205 931 8,671 8,623 6,013 8,403 21,965 15,451 9,244 5,999 14,832 7,550 11,717 4,260	+ 16.6 + 27.1 + 30.5 + 28.5 - 5.3 + 8.1 + 14.0 + 11.7 + 16.8 + 11.2 + 4.1 + 19.9 + 47.0 + 32.7 + 57.4 + 27.5 + 10.1 + 49.5 + 20.3 + 30.5



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Vol. XVIII - No. 9

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DEPARTMENT STORE SALES AND STOCKS

SEPTEMBER, 1953

Canadian department store sales in September amounted to \$87,246,000, 1.5% above the \$85,929,000 recorded in the same month of last year. Cumulative sales during the first 9 months of 1953 were 4.4% higher than in the same period of 1952. Selling value of stocks on hand at August 31 was \$255,747,000, 25.8% above the value of stock holdings a year previously.

Department Store Sales in September 1952 and 1953

Province	Sa	Change		
	1952	1953	1953/1952	
	\$1000	\$1000	%	
CANADA	85,929	87,246	+ 1.5	
Atlantic Provinces	7,026	6,450	- 8.2	
Quebec	16,171	16,219	+ 0.3	
Ontario	28,820	30,088	+ 4.4	
Manitoba	7,784	7,846	+ 0.8	
Saskatchewan	4,587	4,693	+ 2.3	
Alberta	8,057	8,291	+ 2.9	
British Columbia	13,484	13,659	+ 1.3	

Regionally, September sales gains ranged from 0.3% in Quebec to 4.4% in Ontario. The decline of 8.2% in the Atlantic Provinces was the only one recorded. For the 9 month cumulative period, the Atlantic Provinces was again the only region where sales fell below those of last year. This region showed a decline of 0.5%, while at the other extreme, Saskatchewan recorded an increase of 9.4%.

Nineteen of the 30 departments had higher dollar sales in September 1953 than in September 1952. The following durable goods departments were notable amongst those experiencing increases; radio and music (30.8%), photographic equipment and supplies (14.7%), major appliances (13.6%) and sporting goods and luggage (11.0%). Of the 11 departments showing declines, 6 handle wearing apparel, the greatest drop (18.6%) occurring in the fur department.

Inventory holdings at August 31 were higher than a year earlier in all departments except food and kindred products. The increases were particularly high in the durable goods and in many of the apparel departments.

Department Store Sales - January-to-September 1952-1953

Province	Sa	les	Change,
Frovince	1952	1953/1952	
	\$'000	\$'000	%
CANADA	647,897	676,557	+ 4.4
Atlantic Provinces	51,983	51,710	- 0.5
Quebec	115,056	120,454	+ 4.7
Ontario	216,074	223,385	+ 3.4
Manitoba	62,740	64,778	+ 3.2
Saskatchewan	35,443	38,764	+ 9.4
Alberta	62,477	68,11 3	+ 9.0
British Columbia	104,124	109,353	+ 5.0

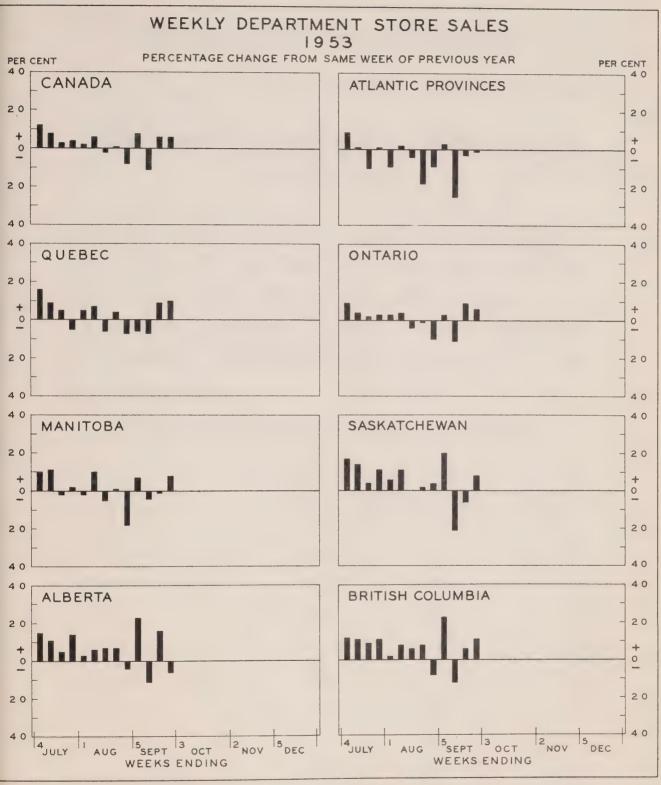
September 1952 and September 1953

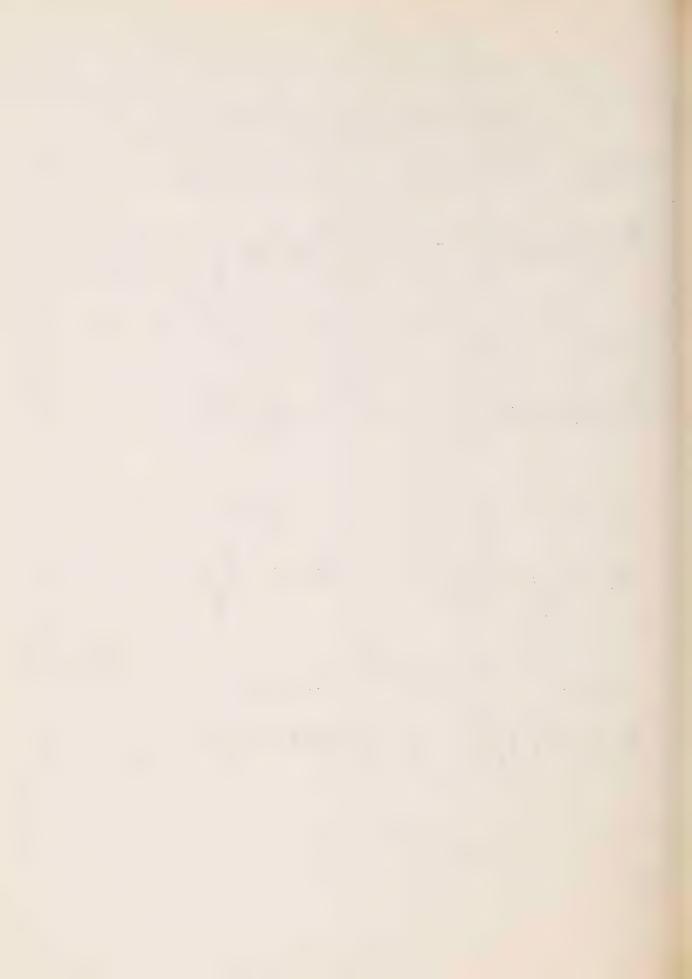
•		SALES			STOCKS	
Department	Sept. 1952	Sept. 1953	Change 1953/52	Aug. 31 1952	Aug. 31 1953	Change 1953/52
	\$'000	\$,000	%	\$,000	\$'000	%
TOTAL, ALL DEPARTMENTS	85,929	87,246	+ 1.5	203,292	255,747	+ 25.8
1. Women's and Misses' Dresses	1,337 3,362	5,836 2,963 489 1,370 3,408	+ 3.7 + 5.2 - 18.6 + 6.0 - 2.0 - 5.0 + 2.5 + 1.4	3,598 4,858 5,222 5,907 9,344 6,983 958 1,160 7,204 11,948	5,937 6,406 7,489 14,063 8,387 1,319 1,290	+ 16.8 + 22.2 + 22.7 + 26.8 + 50.5 + 20.1 + 37.7 + 11.2 + 27.7 + 22.8
Ladies' Apparel and Accessories. Total 1 - 10	27,844	28,059	+ 0.8	57,182	72,955	+ 27.6
11. Men's Clothing	3,793 2,572 1,390 4,771 1,798 231 1,998 3,489 1,716 1,095 5,186 5,660 3,750 1,430 4,967 1,519 2,273 1,508	4,259	- 7.1 + 4.7 - 4.8 - 6.8 + 4.3 + 14.7 - 2.9 - 7.1 + 0.1 + 7.0 - 1.5 + 1.0 + 13.6 + 30.8 + 3.7 - 5.4 + 11.0 + 12.3	7,483 11,067 6,032 4,138 3,920 5,013 810 8,926 7,288 5,772 7,925 18,773 9,707 6,608 3,697 11,169 6,845 8,930 3,875 8,132	14,527 8,008 5,202 3,525 5,448 960 9,649 8,689 6,231 8,705 22,774 14,518 8,463 5,883 14,549 7,942 14,249 4,686	+ 14.5 + 31.3 + 32.8 + 25.7 - 10.1 + 8.7 + 18.5 + 8.1 + 19.2 + 8.0 + 9.8 + 21.3 + 49.6 + 28.1 + 59.1 + 30.3 + 16.0 + 59.6 + 20.9 + 25.6

January to September 1952 and January to September 1953

	SALES		
Department	Jan. to Sept.	Jan. to Sept.	Change
	1952	1953	1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	647,897	676,557	+ 4.4
1. Women's and Misses' Dresses	24,076	23,606	- 2.0
2. Women's and Misses' Coats and Suits	19,447	20,158	+ 3.7
3. Women's and Misses' Sportswear	17,332	18,257	+ 5.3
. Furs	7,536	7,797	+ 3.5
Girls' and Infants' Wear	30,132	32,147	+ 6.7
Lingerie and Corsets	25,383	26,452	+ 4.2
. Aurons, Housedresses and Uniforms	5,494	5,286	- 3.8
. Millinery	6,936	7,175	+ 3.4
. Hosiery and Apparel Accessories	23,664	24,719	+ 4.5
. Women's, Misses' and Children's Shoes	28,726	29,232	+ 1.8
Ladies' Apparel and Accessories.			
Total 1 10	188,726	194,829	+ 3.2
. Men's Clothing	20,652	20,932	+ 1.4
. Men's Furnishings	26,329	26,445	+ 0.4
. Boys' Clothing and Furnishings	16,597	16,368	- 1.4
. Men's and Boys' Shoes	10,874	10,662	- 1.9
. Food and Kindred Products	46,784	43,116	- 7.8
. Toiletries, Cosmetics and Drugs	15,871	16,680	+ 5.1
. Photographic Equipment and Supplies	2,024	2,321	+ 14.7
Piece Goods	17,491	17,380	- 0.6
. Linens and Domestics	25,592	25,599	(c)
. Smallwares	13,894	14,228	+ 2.4
. China and Glassware	8,697	9,015	+ 3.7
. Home Furnishings	42,347	45,159	+ 6.6
. Furniture	43,842	48,229	+ 10.0
. Major Appliances	28,677	31,489	+ 9.8
. Radio and Music	9,116	12,276	+ 34.7
. Hardware and Housewares	41,626	45,353	+ 9.0
. Jewellery	11,055	11,464	+ 3.7
. Sporting Goods and Luggage	18,288	21,009	+ 14.9
). Stationery, Books and Magazines	9,119	9,966	+ 9.3
O. All Other Departments	50,296	54,037	+ 7.4

⁽c) Unchanged







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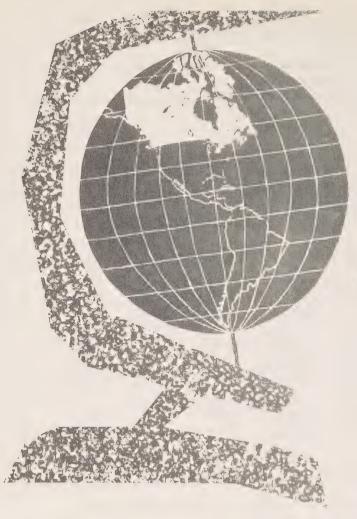
DEPARTMENT STORE SALES AND STOCKS

OCTOBER, 1953

\$97,267,000, 1.7% below their level of a year earlier, but 11.5% above the September 1953 estimated sales. Selling value of stocks on hand at September 30, 1953 amounted to \$249,642,000, 19.4% above the value of department store inventories at the same date of last year.

Department Store Sales in October 1952 and 1953

Province	Sa	Change	
	1952 1953		1953/1952
	\$'000 \$'000		%
CANADA	98,931	97,267	- 1.7
Atlantic Provinces	7,977	7,403	- 7.2
Quebec	17,667	17,596	- 0.4
Ontario	33,380	31,544	- 5.5
Manitoba	9,836	9,285	- 5.6
Saskatchewan	6,394	6,068	- 5.1
Alberta	9,751	9,927	+ 1.8
British Columbia	13,926	15,444	+ 10.9



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DEPARTMENT STORE SALES AND STOCKSAR

NOVEMBER, 1953

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Department store sales in Canada amounted to \$112,649,000 during November, an advance of 2.6% over a year earlier. Department store inventories as of October 31 are valued at \$270,465,000, 20.0% above the value of stock holdings at the end of October 1952.

Department Store Sales in November 1952 and 1953

	Sale	es	Change,	
Province	1952	1953	1953/1952	
	\$1000	\$1000	%	
CANADA	109,783	112,649	+ 2.6	
Atlantic Provinces	8,927	8,936	+ 0.1	
Quebec	18,886	19,377	+ 2.6	
Ontario	37,103	39,033	+ 5.2	
Manitoba	11,090	10,935	- 1.4	
Saskatchewan	6,280	6,757	+ 7.6	
Alberta	10,880	10,945	+ 0.6	
British Columbia	16,617	16,666	+ 0.3	

All regions with the exception of Manitoba reported higher sales than during last November. Saskatchewan, with the largest proportionate increase of 7.6% was followed by Ontario (5.2%) Quebec (2.6%) Alberta (0.6%) British Columbia (0.3%) and the Atlantic Provinces (0.1%). Manitoba reported a decline of 1.4%.

For the country as a whole, 21 departments reported higher sales, while 9 indicated declines from last November. Departments showing increases of over 10% were radio and music, 28.7%, (in many stores, this department handles sales of television receivers), photographic equipment and supplies 14.6%, major appliances, 13.9%, and girls' and infants' wear, 10.7%. Most noticeable among the decreases were those shown by the following departments: furs (23.3%) aprons, housedresses and uniforms (12.8%) and food and kindred products (10.9%).

November 1952 and November 1953

	SALES STOCKS					
Department	N	Wass	Change	Oot 23	Oct. 31	Change
	Nov.	Nov.		Oct. 31		
	1952 \$'000	1953 \$`000	1953/52	\$'000	\$'000	1953/52
			,~		*	,-
TOTAL, ALL DEPARTMENTS	109,783	112,649	+ 2.6	225,456	270,465	+ 20.0
1. Women's and Misses' Dresses	2,527 3,041 2,425 3,294 6,208 4,134 554 988 4,778 4,724	2,463 3,290 2,563 2,525 6,873 4,203 483 1,002 4,884 4,764	+ 8.2 + 5.7 - 23.3 + 10.7 + 1.7 - 12.8 + 1.4 + 2.2	5,033 4,036 5,306 6,142 8,437 8,934 1,177 1,209 9,257 12,518	4,881 5,313 6,642 6,773 13,286 10,343 1,192 1,327 11,342 14,759	+ 15.8 + 1.3 + 9.8 + 22.5
Ladies' Apparel and Accessories. Total 1 — 10	32,673	33,050	+ 1.2	62,049	75,858	+ 22.3
11. Men's Clothing	3,859 6,692 3,430 2,036 6,319 2,438 335 2,119 3,467 2,199 1,404 6,133 5,510 3,521 2,379 4,974 2,572 6,144 2,342 9,237	3,417 2,298 1,501 6,447	+ 1.1 + 2.2 - 6.6 - 10.9 + 4.4 + 14.6 - 0.7 - 1.4 + 4.5 + 6.9 + 5.6 + 13.9 + 28.7 + 9.9 - 1.0 + 7.5 + 1.6	7,872 12,719 5,947 4,935 4,268 5,871 1,061 8,476 8,102 6,219 7,781 18,785 11,052 7,699 4,347 11,871 8,147 13,044 5,202 10,009	5,767 3,533 6,172 1,077 9,381 9,144 6,422 8,486 22,420 14,041 8,509 6,373 14,493 8,702 17,602 5,292	+ 28.3 + 41.3 + 16.9 - 17.2 + 5.1 + 1.5 + 10.7 + 12.9 + 3.3 + 9.1 + 27.0 + 10.5 + 46.6 + 22.1 + 6.8 + 34.9

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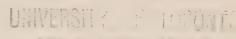
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DEPARTMENT STORE SALES AND STOCKS

DECEMBER, 1953

Government Publications

Canadian department store sales during December are estimated at \$142,148,000 an all-time monthly high. These record sales, surpassing the December, 1952 volume by 2.0%, raised the 1953 total to \$1,028,621,000, marking the first year in Canadian department store history that annual sales have reached the billion-dollar level, and establishing a 3.3% increase over 1952, the previous record year. Department store inventories at the end of November 1953 were \$256,519,000, exceeding by 11.6% the value of a year earlier.

Department Store Sales in December 1952 and 1953

72	Sa	Change,		
Province	1952	1953	1953/1952	
	\$1000	\$1000	%	
CANADA	139,417	142,148	+ 2.0	
Atlantic Provinces	11,645	11,750	+ 0.9	
Quebec	24,964	26,212	+ 5.0	
Ontario	47,602	48,412	+ 1.7	
Manitoba	12,351	12,450	+ 0.8	
Saskatchewan	8,032	8,024	- 0.1	
Alberta	13,211	13,277	+ 0.5	
British Columbia	21,612	22,023	+ 1.9	

In December, Quebec department stores reported a 5.0% sales increase, while Saskatchewan stores showed a decline of 0.1%. All other regions experienced moderate improvement over December, 1952.

In the annual comparison, the Atlantic Provinces region was the only one indicating a decline (0.9%) from 1952. Saskatchewan and Alberta stores recorded the highest percentage increase (both with 6.2%), and were followed by British Columbia (4.6%), Quebec (4.0%), Ontario (2.5%) and Manitoba (1.5%).

Departmentally, the pattern of sales change during December conformed very closely with that for the year. The striking feature of both comparisons was the increase experienced by durable goods departments as a whole, and by the radio and music department particularly. Other features were the declines recorded by men's apparel and food and kindred products departments, and the moderate gains in the ladies' apparel departments.

Department Store Sales - January-to-December 1952-1953

Province	Sa	Change,		
110411100	1952	1953	1953/1952	
	\$1000	\$1000	%	
CANADA	996,028	1,028,621	+ 3.3	
Atlantic Provinces	80,532	79,799	- 0.9	
Quebec	176,573	183,639	+ 4.0	
Ontario	334, 159	342,374	+ 2.5	
Manitoba	96,017	97,448	+ 1.5	
Saskatchewan	56,149	59,613	+6.2	
Alberta	96,319	102,262	+6.2	
British Columbia	156,279	163,486	+ 4.6	

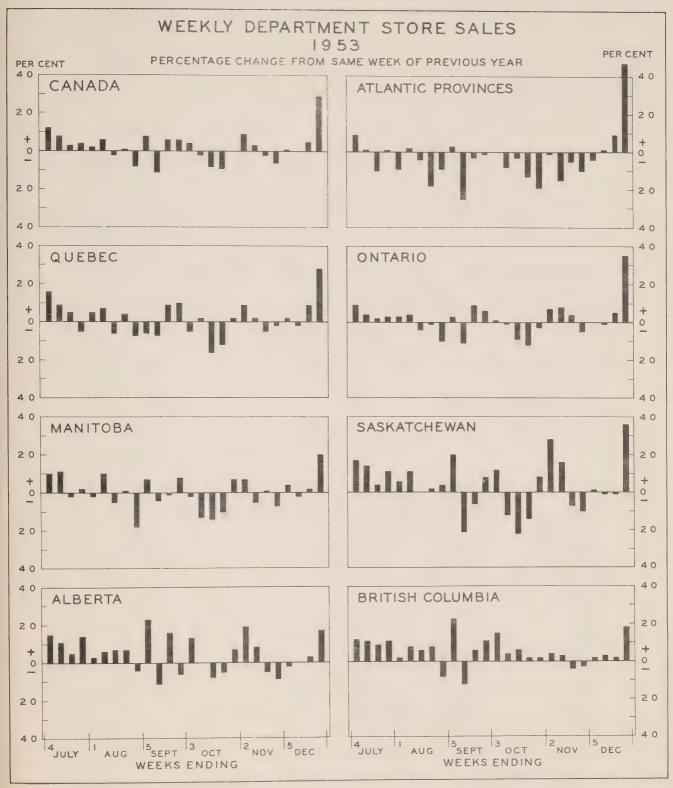
December 1952 and December 1953

	SALES			STOCKS		
Department	Dec.	Dec.	Change 1953/52	Nov. 30 1952	Nov. 30 1953	Change 1953/52
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	139,417	142,148	+ 2.0	229,809	256,519	+ 11.6
1. Women's and Misses' Dresses	3,175 1,627 3,631 2,466 6,699 6,034 877 900 7,821 5,317	3,156 1,019 3,740 2,228 7,157 6,165 769 1,006 7,989 5,172	- 0.6 * 11.8 + 3.0 - 9.7 + 6.8 + 2.2 - 12.3 + 11.8 + 2.1 - 2.7	4,727 3,466 5,529 4,789 8,663 9,140 1,213 1,113 9,584 12,615	4,420 3,682 6,475 5,628 11,715 9,862 1,116 1,058 10,816 13,497	- 6.5 + 6.2 + 17.1 + 17.5 + 35.2 + 7.9 - 8.0 - 4.9 + 12.9 + 7.0
Ladies' Apparel and Accessories. Total 1 — 10	38,547	39,201	+ 1.7	60,839	68,269	+ 12.2
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 23. Furniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	4,022 11,021 3,608 2,836 7,825 4,250 715 1,796 4,041 2,618 2,587 5,704 5,149 2,855 3,037 6,085 5,194 12,172 4,241 11,114	3,804 11,188 3,680 2,602 7,615 4,382 772 1,720 3,948 2,682 2,790 5,712 5,151 3,244 3,588 6,580 5,127 12,858 4,318 11,186	- 5.4 + 1.5 + 2.0 - 8.3 - 2.7 + 8.0 - 2.3 + 7.8 + 0.1 + 18.1 + 1.3 + 1.3 + 1.8 + 0.6	7,810 13,039 6,009 5,158 4,288 6,606 1,001 8,025 8,842 6,523 8,104 18,458 11,927 8,066 4,421 12,865 8,994 13,223 5,567 10,044	9,509 15,417 7,406 5,524 4,070 6,770 1,104 8,551 8,895 6,227 8,093 20,677 13,580 9,220 5,927 14,611 8,848 15,882 5,565 12,374	+ 21.8 + 18.2 + 23.2 + 7.1 - 5.1 + 2.5 + 10.3 + 6.6 + 0.6 - 4.5 - 0.1 + 12.0 + 13.9 + 14.3 + 34.1 + 13.6 - 1.6 + 20.1 (c) + 23.2

⁽c) Unchanged

January to December 1952 and January to December 1953

	SALES			
Department	Jan. to Dec.	Jan. to Dec.	Change 1953/1952	
	\$'000	\$'000	%	
TOTAL, ALL DEPARTMENTS	996,028	1,028,621	+ 3.3	
1. Women's and Misses' Dresses	32,364 28,817 25,849 15,859 50,215 39,196 7,419 10,016 40,242 43,154	31,819 29,522 27,031 14,438 52,917 40,333 7,010 10,403 41,429 43,307	- 1.7 + 2.4 + 4.6 - 9.0 + 5.4 + 2.9 - 5.5 + 3.9 + 2.9 + 0.4	
Ladies' Apparel and Accessories. Total 1 - 10	293,131	298,209	+ 1.7	
11. Men's Clothing	32,359 49,538 27,338 17,427 66,498 24,494 3,283 23,605 36,608 20,686 13,770 59,902 60,011 38,388 16,114 57,567 20,448 39,215 16,981	31,775 49,242 26,750 16,660 61,393 25,648 3,747 23,432 36,175 21,136 14,453 63,436 65,049 42,702 21,271 62,628 20,814 43,416 18,043	- 1.8 - 0.6 - 2.2 - 4.4 - 7.7 + 14.1 - 0.7 - 1.2 + 2.2 + 5.0 + 5.9 + 8.4 + 11.2 + 32.0 + 8.8 + 1.8 + 10.7 + 6.3	





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DEPARTMENT STORE SALES AND STOCKS

Government Publications

Canadian department store sales during January are estimated at \$62,897,000, a drop of 4.5% from their January, 1953 level. The slackening was felt in all regions, but was most pronounced in the Atlantic Provinces, where sales fell by 8.2%. More moderate declines were recorded in Quebec (2.8%), Ontario (2.5%), Manitoba (7.0%), Saskatchewan (6.3%), Alberta (3.4%) and British Columbia (7.0%). Selling value of all merchandise inventory held by these stores at December 31, 1953 was \$205,285,000 an increase of 10.3% over the same date of 1952.

Department Store Sales in January 1953 and 1954

Province	Sa	Change,	
	1953	1954	1954/1953
	\$1000	\$1000	
CANADA	65,832	62,897	- 4.5
Atlantic Provinces	4,582	4,207	- 8.2
Quebec	11,342	11,025	- 2.8
Ontario	21,534	20,995	- 2.5
Manitoba	6,662	6,196	- 7.0
Saskatchewan	3,913	3,666	- 6.3
Alberta	7,083	6,842	- 3.4
British Columbia	10,.716	9,966	- 7.0

Prepared in Industry and Merchandising Division, Merchandising and and Services Section.

6505-504

10-3-54

Increased volume was reported by only seven of 30 sales departments, and in only two of the seven did the gain exceed 5%. The sales of the radio and music department were higher by 20.6%, and those of the girls' and infants' wear department by 6.3%.

Declines of over 10% were reported for four departments, women's and misses' dresses (14.5%), major appliances (13.4%), home furnishings (11.3%), and china and glassware (11.1%). Eleven departments suffered a sales drop of between 5% and 10%, and the sales of a further seven receded by less than 5%.

Inventory holdings in all but four departments were up from a year earlier, the most outstanding increase, 55.4%, being shown in the stocks of the radio and music department.

Note: The 1953 sales figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

Department Store Sales and Stocks January 1953 and January 1954

	SALES		STOCKS			
Department	Jan.	Jan.	Change	Dec. 31	Dec.31	Change
	1953	1954	1954/53	1952	1953	1953/52
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	65,832	62,897	- 4.5	186,118	205,285	+ 10.3
 Women's and Misses' Dresses Women's and Misses' Coats and Suit Women's and Misses' Sportswear Furs Girls' and Infants' Wear Lingerie and Corsets Aprons, Housedresses and Uniforms. Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Sho 	s 1,373 1,479 1,867 2,098 2,684 481 422 2,153	1,504 1,313 1,517 1,717 2,230 2,578 446 395 1,955 1,892	- 14.5 - 4.4 + 2.6 - 8.0 + 6.3 - 3.9 - 7.3 - 6.4 - 9.2 - 6.1	3,301 2,772 3,959 4,136 6,929 6,929 789 670 6,232 10,393	3,131 2,783 4,516 4,391 8,302 7,201 807 689 6,878 11,179	- 5.1 + 0.4 + 14.1 + 6.2 + 19.8 + 3.9 + 2.3 + 2.8 + 10.4 + 7.6
Ladies' Apparel and Accessories. Total 1 — 10	16,331	15,547	- 4.8	46,110	49,877	+ 8.2
1. Men's Clothing	2,474 1,334 894 5,177 1,962 205 2,472 4,148 1,804 817 4,084 4,995 3,198 1,609 3,464 1,087 1,253 1,172	2,260 2,259 1,303 938 4,881 1,880 202 2,294 3,733 1,675 726 3,621 4,808 2,769 1,940 3,519 989 1,299 1,141 5,113	+ 4.0 - 8.7 - 2.3 + 4.9 - 5.7 - 4.2 - 1.5 - 7.2 - 10.0 - 7.2 - 11.1 - 11.3 - 3.7 - 13.4 + 20.6 + 1.6 - 9.0 + 3.7 - 2.6 - 1.3	6,622 8,334 5,069 4,060 3,401 4,891 789 8,089 8,222 5,673 7,077 17,499 12,315 7,933 4,026 11,732 6,796 6,626 3,380 7,474	7,859 9,995 5,477 4,209 3,588 5,029 818 8,495 8,273 5,562 7,024 19,132 13,409 8,718 6,257 13,794 6,636 8,742 3,481 8,910	+ 18.7 + 19.9 + 8.0 + 3.7 + 5.5 + 2.8 + 3.7 + 5.0 + 0.6 - 0.7 + 9.3 + 8.9 + 9.9 + 55.4 + 17.6 - 2.4 + 31.9 + 3.0 + 19.2



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MERCHANDISING FILF "D"

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Storietice Canada

Vol. XIX No. 2 February, 1954

Price: \$1/00 a year, 1047ger copy.

DEPARTMENT STORE SALES AND

Department store sales in Canada totalled \$66,024,000 during February, an increase of 4.2% over February of last year. The increase almost completely offsets, in dollar terms, the 4.5% decrease recorded in January.

The Atlantic Provinces Region, with a decline of 7.7%, was the only one to show a sales drop during February. In Quebec, volume was up 5.8%, Ontario, 5.2%, Manitoba, 0.3%, Saskatchewan, 6.8%, Alberta, 4.6% and British Columbia, 6.9%.

Department Store Sales in February 1953 and 1954

	Şa	Change,	
Province	1953	1954	1954/1953
	\$1000	\$1000	%
CANADA	63,343	66,024	+ 4.2
Atlantic Provinces	4,443	4,101	- 7.7
Quebec	11,174	11,822	+ 5.8
Ontario····································	21,138	22,237	+ 5.2
Manitoba	6,121	6,139	+ 0.3
Saskatchewan	3,423	3,656	+ 6.8
Alberta	6,576	6,878	+ 4.6
British Columbia	10,468	11,191	+ 6.9

Prepared in Industry and Merchandising Division, Merchandising and Services Section.

6505-504

5-4-54

The retail value at January 31 of goods held by department stores for resale was \$207,972,000, an increase of 2.5% over the value of a year earlier. This is the first month-end in over a year when inventory value was less than 10% above that of a year earlier.

Of the 30 sales departments for which data are reported, 22 showed improved performance over last February. The largest percentage increases were recorded by the major appliances (35.7%) and radio and music (29.5%) departments. The largest of the 8 declines was that shown by the men's furnishings department, 9.3%.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

Department Store Sales and Stocks February 1953 and February 1954

			SALES		STOCKS		
	Department	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$'000	%
1	TOTAL, ALL DEPARTMENTS	63,343	66,024	+ 4.2	202,988	207,972	+ 2.5
2. \\ 3. \\ 4. \\ 1 \\ 5. \\ 6. \\ 1 \\ 7. \\ 8. \\ 1 \\ 9. \\ 1 \\	Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs Girls' and Infants' Wear Lingerie and Corsets Aprons, Housedresses and Uniforms Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Shoes	1,935 1,575 1,516 850 2,454 2,752 453 547 2,317 2,265	2,003 1,543 1,465 978 2,495 2,842 454 536 2,289 2,315	+ 15.1 + 1.7 + 3.3 + 0.2 - 2.0 - 1.2	4,054 3,412 4,394 3,440 8,761 7,380 869 963 6,298 12,143	3,166 4,487 3,305 8,740 7,090 719 882 6,587	+ 2.1 - 3.9 - 0.2 - 3.9 - 17.3 - 8.4
1	Ladies' Apparel and Accessories. Total 1 — 10	16,664	16,920	+ 1.5	51,714	50,815	- 1.7
2. 1 3. 4. 1 5. 1 6. 1 7. 1 8. 1 1 5.	Men's Clothing	1,810 2,221 1,147 902 4,900 1,887 208 1,985 2,796 1,562 824 4,748 5,017 2,913 1,453 3,801 1,164 1,244 1,121 4,976	2,006 2,015 1,155 931 4,940 1,905 221 2,025 2,657 1,623 803 4,652 5,238 3,953 1,882 4,053 1,167 1,314 1,243 5,321	- 9.3 + 0.7 + 3.2 + 0.8 + 1.0 + 6.3 + 2.0 - 5.0 + 3.9 - 2.5 - 2.0 + 4.4 + 35.7 + 29.5 + 6.6 + 0.3 + 10.9	(b) 9,498 5,778 4,638 4,251 4,887 8,041 8,595 5,638 7,222 19,396 13,410 7,761 4,710 12,746 6,949 8,345 3,528 8,123	5,586 4,362 3,870 4,950 7,637 7,655 5,255 6,696 19,800 13,704 9,102 6,207 14,338 6,794 9,507 3,727	- 5.2 - 3.3 - 6.0 - 1.3 + 4.7 - 5.0 - 10.9 - 6.8 - 7.3 + 2.1

⁽⁾ Not available



DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

NIVERSITY OF TORONT

DEPT. OF POLITICAL ECONOMY

MINDLING THE "DA

Statistics canada

Vol. XIX No. 3 March, 1954

Price: \$1.00 a year, 10g per cop

Government **Publications**

DEPARTMENT STORE SALES AND STOCKS

Total merchandising receipts of Canadian department stores during March are estimated at \$80,249,000, an increase of 2.4% over March 1953. Cumulative sales for the first quarter of 1954 amounted to \$209,170,000, higher by 0.8% than the total for the same period of last year. Selling value of stocks on hand at February 28, was \$233,467,000, a rise of 1.5% from the same date of 1953.

The March sales increase was largely accounted for by British Columbia stores, whose sales rose by 19.4%. This increase was likely associated with the announcement made early in March increasing that province's general sales tax from 3% to 5%, effective April 1. March sales gains were also recorded by department stores in the Atlantic Provinces (1.9%), and Manitoba (3.1%). Declines were indicated in Quebec (0.3%), Ontario (0.6%), Saskatchewan (8.4%), and Alberta (2.7%).

Department Store Sales in March 1953 and 1954

Described	Sal	Change						
Province	1953	1954	1954/1953					
	\$ '000 \$ '000		%					
CANADA	78,356	80,249	+ 2.4					
Atlantic Provinces	5,803	5,913	+ 1.9					
Quebec	14,754	14,710	- 0.3					
Ontario	25,956	25,801	- 0.6					
Manitoba	7,375	7,604	+ 3.1					
Saskatchewan	4,510	4,131	- 8.4					
Alberta	7,870	7,657	- 2.7					
British Columbia	12,088	14,433	+ 19.4					

Prepared in Industry and Merchandising Division Merchandising and Services Section.

6505-504 6-5-54

Nationally, 17 departments recorded sales increases during March, while 12 showed lower sales. The most outstanding increases were those recorded by the radio and music (45.4%) and major appliances (38.1%) departments. Of the ten ladies' apparel and accessories departments, seven recorded declines from the high levels of a year earlier.

Inventory holdings at February 28 were lower than at a year earlier in 17 departments, higher in 11, and unchanged in one. The stocks held by the radio and music department showed the greatest change rising 27.9% above their value at February 28, 1953.

Department Store Sales - January to March 1953-1954

Province	Sal 1953	Change 1954/1953	
	\$ '000 \$ '000		.%
	207 501	200 150	
CANADA	207,531	209,170	+ 0.8
Atlantic Provinces	14,828	14,221	- 4.1
Quebec	37,270	37,557	+ 0.8
Ontario	68,628	69,032	+ 0.6
Manitoba	20,158	19,939	- 1.1
Saskatchewan	11,846	11,454	- 3.3
Alberta	21,529	21,377	- 0.7
British Columbia	33,272	35,590	+ 7.0

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

March 1953 and March 1954

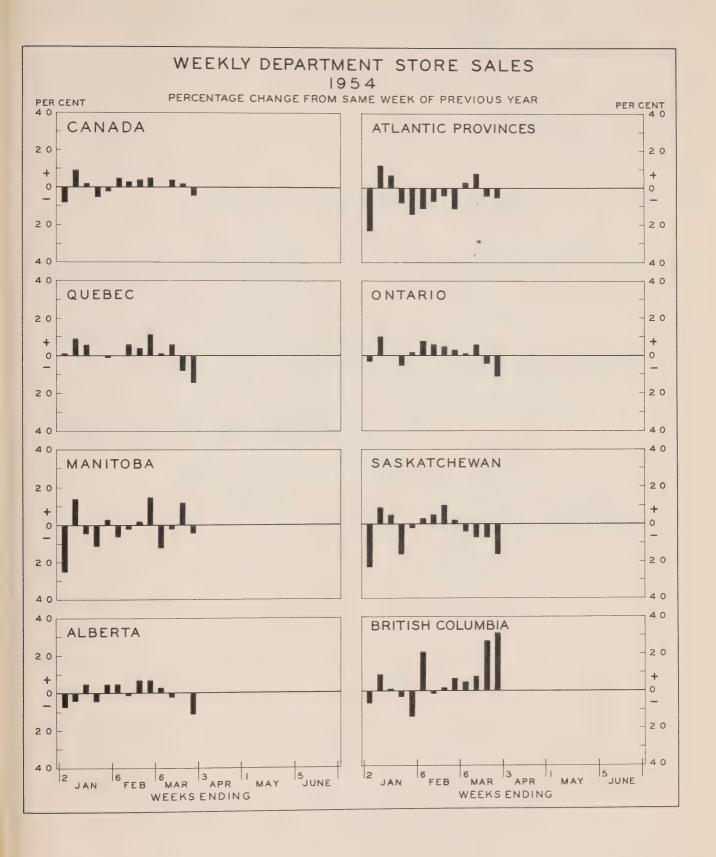
	SALES			STOCKS		
Department	March 1953	March 1954	Change 1954/53	Feb. 28 1953	Feb. 28 1954	Change 1954/53
	\$'000	\$*000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	78,356	80,249	+ 2•4	229,942	233,467	+ 1.5
 Women's and Misses' Dresses Women's and Misses' Coats and Suits Women's and Misses' Sportswear Furs Girls' and Infants' Wear Lingerie and Corsets Aprons, Housedresses and Uniforms Millinery Hosiery and Apparel Accessories Women's, Misses' and Children's Shoes 	2,660 4,102 1,718 863 4,551 3,006 592 1,211 3,195 3,713	2,686 3,310 1,720 745 4,099 3,172 498 1,019 2,887 3,527	+ 1.0 - 19.3 + 0.1 - 13.7 - 9.9 + 5.5 - 15.9 - 15.9 - 9.6 - 5.0	5,238 5,367 5,402 3,890 11,067 8,635 1,085 1,483 8,162 14,487	4,857 5,046 5,862 3,829 10,637 8,559 1,020 1,385 8,164 13,865	- 3.9 - 0.9 - 6.0 - 6.6
Ladies' Apparel and Accessories. Total 1 — 10	25,611	23,663	- 7.6	64,816	63,224	- 2.5
11. Men's Clothing	(b) 2,674 2,359 1,235 5,163 1,866 225 2,263 2,422 1,604 805 5,276 4,497 3,213 1,393 4,600 1,183 1,756 1,112 6,141	(b) 2,389 2,025 1,158 5,490 1,941 235 2,355 2,412 1,662 814 5,582 4,849 4,437 2,026 5,197 1,167 1,857 1,201 6,748	(b) - 10.7 - 14.2 - 6.2 + 6.3 + 4.0 + 4.4 + 3.6 + 1.1 + 5.8 + 7.8 + 38.1 + 45.4 + 13.0 - 1.4 + 5.8 + 8.0 + 9.9	(b) 11,518 6,871 5,310 4,135 5,123 875 8,934 9,746 5,660 7,416 21,138 14,676 8,487 4,772 13,318 7,422 9,125 3,596 9,178	(b) 10,343 6,389 5,013 4,614 5,115 927 8,240 8,758 5,680 6,826 21,619 13,741 9,512 6,103 15,280 7,181 10,623 3,896 10,630	- 5.6 + 11.6 - 0.2 + 5.9 - 7.8 - 10.1 + 0.4 - 8.0

⁽a) Unchanged (b) Not available

January-to-March 1953 and January-to-March 1954

	SALES				
Department	Janto-March 1953	Janto-March 1954	Change 1954/1953		
	\$'000	\$'000	%		
TOTAL, ALL DEPARTMENTS	207,531	209,170	+ 0.8		
1. Women's and Misses' Dresses	6,355 7,050 4,713 3,580 9,103 8,442 1,526 2,180 7,665 7,992	6,193 6,166 4,702 3,440 8,824 8,592 1,398 1,950 7,131 7,734	- 2.5 - 12.5 - 0.2 - 3.9 - 3.1 + 1.8 - 8.4 - 10.6 - 7.0 - 3.2		
Ladies' Apparel and Accessories. Total 1 — 10	58,606	56,130	- 4.2		
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 23. Furniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	(b) 7,369 4,840 3,031 15,240 5,715 638 6,720 9,366 4,970 2,446 14,108 14,509 9,324 4,455 11,865 3,434 4,253 3,405 16,296	(b) 6,663 4,483 3,027 15,311 5,726 658 6,674 8,802 4,960 2,343 13,855 14,895 11,159 5,848 12,769 3,323 4,470 3,585 17,182	(b) - 9.6 - 7.4 - 0.1 + 0.5 + 0.2 + 3.1 - 0.7 - 6.0 - 0.2 - 4.2 - 1.8 + 2.7 + 19.7 + 31.3 + 7.6 - 3.2 + 5.1 + 5.3 + 5.4		

⁽b) Not available





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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



APR 2 1974

Vol. XIX No. 4 April, 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Government Publications

April sales of department stores in Canada amounted to \$86,550,000 in 1954, almost 8% above the level of sales in April of last year. This represents the largest monthly increase so far in 1954 and is considerably higher than the first quarter increase of 0.8%.

Quebec, Ontario and British Columbia showed substantial gains over last year, while decreases occurred in Manitoba and Saskat-chewan as evident in the following table.

Department Store Sales in April 1953 and 1954

	Sal	les	Change,					
Province	1953	1954	1954/1953					
	\$1000	\$1000	%					
CANADA	80,204	86,550	+ 7.9					
Atlantic Provinces	6,565	6,827	+ 4.0					
Quebec	14,407	16,251	+ 12.8					
Ontario	26,077	29,051	+ 11.4					
Manitoba	8,009	7,905	- 1.3					
Saskatchewan	5,140	4,749	- 7.6					
Alberta	7,900	8,366	+ 5.9					
British Columbia	12,106	13,401	+ 10.7					

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

6505-504 7-6-54 All except two of the 30 departments reported increased sales. A very nominal decline took place in furniture sales and the sales of aprons, housednesses and uniforms decreased by 4.5%. The largest percentage increases were in radio and music (22.7%), furs (22.5%) and millinery (21.7%). Some of the gains in clothing may be due to the fact that there were more pre-Easter shopping days in April of this year than in 1953.

Inventories of goods on hand at the first of the month amounted to \$250,898,000 some 4.2% greater than the holdings at the same date a year ago. The change in inventories from last year fluctuated by departments from +26.0% to -9.9%.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

Department Store Sales and Stocks April 1953 and April 1954

				CONTRACTOR OF THE PROPERTY OF THE PERSON OF	VASS A		
		SALES			STOCKS		
	Department	April	April	Change	March 31	March 31	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	80,204	86,550	+ 7.9	240,712	250,898	+ 4.2
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,957 3,705 1,874 395 4,479 2,969 486 1,162 3,363 3,964	3,111 4,098 1,993 484 5,042 3,164 464 1,414 3,615 4,271	+ 5.2 + 10.6 + 6.4 + 22.5 + 12.6 + 6.6 = 4.5 + 21.7 + 7.5 + 7.7	5,067 5,968 4,215 11,251 9,225 1,269 1,483 8,355	6,577 4,122 11,293 9,529 1,210 1,520 8,999	+ 1.9 + 8.8 + 10.2 - 2.2 + 0.4 + 3.3 - 4.6 + 2.5 + 7.7 + 2.0
	Ladies' Apparel and Accessories. Total 1 — 10	25,354	27,656	* 9.1	66,691	69,015	+ 3.5
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 29. 29. 29. 29. 29. 29. 29. 29. 29	Men's Clothing	2,718 3,027 2,375 1,385 4,963 1,802 224 1,960 2,332 1,573 876 5,714 4,828 3,228 1,151 5,495 1,186 2,527 986 6,500	3,236 3,060 2,721 1,421 5,767 1,931 245 2,061 2,364 1,615 884 5,778 4,825 3,360 1,412 5,898 1,276 2,553 1,147 7,340	+ 19.1 + 14.6 + 2.6 + 16.2 + 7.2 + 9.4 + 5.2 + 1.4 - 0.9 + 1.1 - 0.1 + 4.1 + 7.6 + 1.0 + 16.3 + 12.9	12,619 7,121 5,510 3,973 5,218 897 9,219 10,002 6,198 7,595 22,070 16,002 8,909 5,018 13,956 7,453 10,062 3,805	12,474 7,041 5,323 4,625 5,390 898 8,306 9,571 5,979 7,247 22,794 14,978 9,472 6,076 16,441 7,332 11,489 4,162	+ 16.4 + 3.3 + 0.1 - 9.9 - 4.3



DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

NDISING FILE "D"

Ale tistics Canodi Vol. XIX No. 5 May, 1954

Price: \$1.00 a year, 10¢ per copy.

Government Publications DEPARTMENT STORE SALES AND STOCKS

Department store sales in Canada totalled \$85,168,000 in May 1954, 1.1% lower than during May 1953 and 1.6% less than April 1954. The Atlantic Provinces and British Columbia did not follow the national trend; department store sales in these areas were estimated to be higher than in either May 1953 or April 1954.

Department Store Sales in May 1953 and 1954

Province	Sa	Change,	
Province	1953	1954	1954/1953
	\$1000	\$1000	%
CANADA	86,085	85,168	- 1.1
Atlantic Provinces	7,052	7,334	+ 4.0
Quebec	15,684	15,543	- 0.9
Ontario	28,780	27,599	- 4.1
Manitoba	7,940	7,416	- 6.6
Saskatchewan	5,014	4,588	- 8.5
Alberta	8,330	8,247	- 1.0
British Columbia	13,285	14,441	+ 8.7

Prepared in Industry and Merchandising Division Merchandising and Services Section.

6505-504 8-7-54

Sales of ladies' apparel and accessories decreased 2.8% from May 1953. The largest percentage decrease in this group occurred in aprons, housednesses and uniforms (20.0%). Men's furnishings, boys' clothing and furnishings, and men's and boys' shoes also reported declines of 8.6%, 6.5% and 4.7%, respectively; however, the men's clothing department showed a gain of 1.7%.

Inventories on hand on April 30, 1954 were valued at \$255,254,000, 4.4% greater than the holdings at the same date a year ago. Although inventory trends showed no consistent pattern among the various departments, it is interesting to note that in some of the consumer durables, viz. major appliances, radio and music, and hardware and housewares, marked increases of 15.7%, 11.9% and 21.2% were reported.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

May 1953 and May 1954

		SALES			STOCKS		
	Department	May	May	Change	April 30	April 30	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	86,085	85,168	- 1.1	244,407	255,254	+ 4.04
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	4,066 2,487 2,379 210 3,979 3,526 656 886 3,310 4,388	3,786 2,504 2,346 215 3,954 3,538 525 838 3,119 4,329	- 6.9 + 0.7 - 1.4 + 2.4 - 0.6 + 0.3 - 20.0 - 5.4 - 5.8 - 1.3	4,844 6,285 4,381 11,001 9,304 (b) 1,278 8,442	7,126 4,268 11,050 10,41 (b) 1,245 8,931	(b) - 3.0 + 13.4 - 2.6 + 0.4 (b) - 2.6 + 5.8 + 3.1
	Ladies' Apparel and Accessories. Total 1 — 10	25,887	25,154	- 2.8	66,342	69,325	+ 4•5
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing Men's Furnishings Boys' Clothing and Furnishings Men's and Boys' Shoes Food and Kindred Products Toiletries, Cosmetics and Drugs Photographic Equipment and Supplies Piece Goods Linens and Domestics Smallwares China and Glassware Home Furnishings Furniture Major Appliances Radio and Music Hardware and Housewares Jewellery Sporting Goods and Luggage Stationery, Books and Magazines All Other Departments	2,664 3,468 2,075 1,470 5,059 1,903 266 2,082 2,581 1,657 1,063 6,057 5,789 3,765 1,292 6,777 1,382 3,117 965 6,766	2,708 3,170 1,941 1,401 5,299 1,893 258 1,965 2,492 1,548 973 5,915 5,624 3,888 1,426 6,865 1,308 3,255 986 7,099	+ 1.7 - 8.6 - 6.5 - 4.7 + 0.5 - 3.0 - 5.6 - 8.5 - 2.3 - 2.9 + 1.3 - 5.4 + 4.4 + 4.4 + 4.9	13,059 7,018 5,331 3,911 5,248 905 9,254 10,003 6,310 8,017 22,203 16,780 9,053 5,649 14,259 7,755 10,884 3,963	12,952 6,732 5,402 4,578 5,538 875 8,720 10,009	+ 5.5 - 3.3 - 5.8 + 0.1

b) Not available.



63-662 MERCHANDISING FILE D

OMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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2 1974

Government Publication

Vol. XIX No. 6 June, 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

Department store sales in Canada totalled \$84,886,000 in June 1954, 6.2% above June 1953, but 0.3% less than May 1954. Cumulative sales for the first half of the year equalled \$465,774,000, an increase of 2.7% when compared with the same period in 1953.

It has been estimated that 23 out of 30 departmental breakdowns had higher sales in June 1954 than in June 1953. The most outstanding increase occurred in the radio and music department (86.8%) where nearly all department stores reported significant increases partly due, no doubt, to sales of television sets. Total sales of ladies' apparel and accessories rose 6.7%. The only department within this grouping to show lower sales this year than last was aprons, housedresses and uniforms (-25.5%).

Department Store Sales in June 1953 and 1954

Province	Sa	Sales			
1 Tovince	1953	1954	Change 1954/1953		
	\$ 1000	\$ '000	%		
CANADA	79,927	84,886	+ 6.2		
Atlantic Provinces	6,332	7,105	+ 12.2		
Quebec	14,580	15,688	+ 7.6		
Ontario	26,773	28,433	+ 6.2		
Manitoba	7,490	7,610	+ 1.6		
Saskatchewan	4,579	4,428	- 3.3		
Alberta	7,716	7,546	- 2.2		
British Columbia	12,457	14,076	+ 13.0		

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

6505-504

5 - 8 - 54

Inventory holdings of department stores on May 31 were valued at \$251,481,000, or 4.6% more than a year ago. Total stocks held by the ladies' apparel and accessories group were 5.5% higher than on May 31, 1953. Food and kindred products showed an increase of 26.2% and three departments dealing specifically in consumer durables, viz. major appliances, radio and music, and hardware and housewares, reported increases of 10.5%, 9.7%, and 23.3% respectively.

Department Store Sales - January to June 1953-1954

	Sa	Sales				
Province	1953	1954	1954/1953			
	\$ '000	\$ '000	70			
CANADA	453,747	465,774	+ 2.7			
Atlantic Provinces	34,777	35,487	+ 2.0			
Quebec	81,941	85,039	+ 3.8			
Ontario	150,258	154,116	+ 2.6			
Manitoba	43,597	42,870	- 1.7			
Saskatchewan	26,579	25,218	- 5.1			
Alberta	45,475	45,536	+ 0.1			
British Columbia	71,120	77,508	+ 9.0			

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

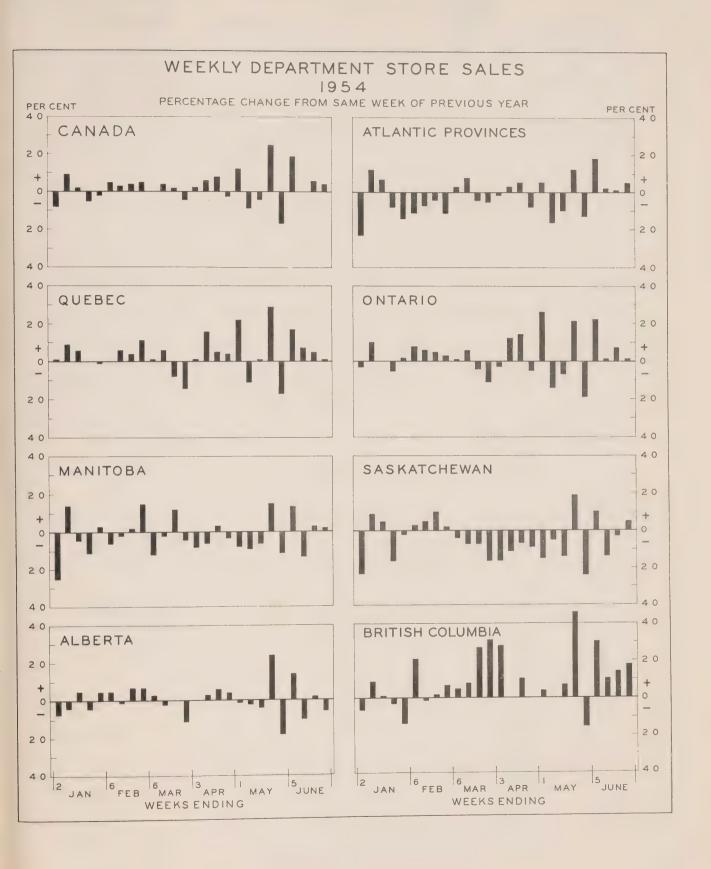
June 1953 and June 1954

		SALES			STOCKS		
	Depa r tment	June 1953	June 1954	Change 1954/53	May 31 1953	May 31 1954	Change 1954/53
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	79,927	84,886	+ 6.2	240,494	251,481	+ 4.6
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	3,615 1,192 2,456 89 3,218 3,377 773 588 2,772 3,666	4,059 1,292 2,676 92 3,535 3,596 576 602 2,875 3,900	+12.3 + 8.4 + 9.0 + 3.4 + 9.9 + 6.5 -25.5 + 2.4 + 3.7 + 6.4	4,602 3,702 6,387 4,408 10,421 8,598 1,263 1,065 8,123 13,879	5,389 3,657 7,124 4,210 10,404 9,633 1,221 1,105 8,562 14,597	+17.1 - 1.2 +11.5 - 4.5 - 0.2 +12.0 - 3.3 + 3.8 + 5.4 + 5.2
	Ladies' Apparel and Accessories. Total 1 - 10	21,746	23,203	+ 6.7	62,448	65,902	+ 5.5
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28.	Men's Clothing	2,490 4,031 1,664 1,349 4,781 1,903 307 1,794 2,628 1,590 1,133 5,189 5,911 3,676 947 6,019 1,460 3,424 925 6,960	2,771 3,992 1,768 1,386 5,173 2,006 309 1,878 2,609 1,585 1,064 5,554 5,729 3,852 1,769 6,569 1,440 3,728 1,005 7,496	+11.3 -1.0 +6.3 +2.7 +8.2 +5.4 +0.7 -0.7 -0.3 -6.1 +7.0 -3.1 +4.8 +86.8 +9.1 -1.4 +8.9 +8.6 +7.7	8,488 13,260 7,008 5,255 3,510 5,273 926 8,903 9,710 6,178 8,334 21,973 16,539 9,381 5,802 14,176 7,901 11,421 4,043 9,965	9,535 12,963 6,775 5,298 4,429 5,595 877 8,652 9,781 6,015 8,131 23,477 15,579 10,365 6,364 17,480 7,517 11,826 4,265 10,655	+12.3 - 2.2 - 3.3 + 0.8 +26.2 + 6.1 - 5.3 - 2.8 + 0.7 - 2.6 - 2.4 + 6.8 - 5.8 +10.5 + 9.7 +23.3 - 4.9 + 3.5 + 5.5 + 6.9

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-June 1953 and January-to-June 1954

		SALES	
Department	January-to-June 1953	January-to-June 1954	Change 1954/1953
	\$1000	\$1000	Z
TOTAL, ALL DEPARTMENTS	453,747	465,774	+ 2.7
1. Women's and Misses' Dresses	16,993 14,434 11,422 4,274 20,779 18,314 3,441 4,816 17,110 20,010	17,149 14,060 11,717 4,231 21,355 18,890 2,963 4,804 16,740 20,234	+ 0.9 - 2.6 + 2.6 - 1.0 + 2.8 + 3.1 -13.9 - 0.2 - 2.2 + 1.1
Ladies' Apparel and Accessories. Total 1 — 10	131,593	132,143	+ 0.4
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products. 16. Toiletries, Cosmetics and Drugs 17. Photographic Equipment and Supplies 18. Piece Goods 19. Linens and Domestics 20. Smallwares 21. China and Glassware 22. Home Furnishings 23. Furniture 24. Major Appliances 25. Radio and Music 26. Hardware and Housewares 27. Jewellery 28. Sporting Goods and Luggage 29. Stationery, Books and Magazines 30. All Other Departments	31,068 31,037 19,993 7,845 30,156 7,462 13,321 6,281	15,583 17,324 10,913 7,235 31,550 11,556 1,470 12,578 16,267 9,708 5,264 31,102 31,073 22,259 10,455 32,101 7,347 14,006 6,723 39,117	+ 5.2 - 3.2 - 0.4 (a) + 5.0 + 2.1 + 2.4 + 0.2 - 3.8 - 0.8 - 4.6 + 0.1 + 11.3 +33.3 + 6.4 - 1.5 + 5.1 + 7.0 + 7.1





DOMINION BUREAU OF STATISTICS

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DEPARTMENT STORE SALES AND STOCKS

Sales of department stores in Canada were estimated at \$67,512,000 in July 1954, 1.9% above July 1953, but reflecting the seasonal pattern, were 20.5% lower than in the previous month. Sales in Quebec, Ontario and Manitoba fell 2.0%, 4.3% and 3.1%, respectively; British Columbia recorded a gain of 19.5% over 1953, an indication of the increasing activity of department stores in this province.

Department Store Sales in July 1953 and 1954

Province	Sa	Change,	
2 2 0 0 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1953	1954	1954/1953
	\$'000	\$1000	%
CANADA	66,225	67,512	+ 1.9
Atlantic Provinces	5,003	5,053	+ 1.0
Quebec	10,624	10,411	- 2.0
Ontario	21,373	20,454	- 4.3
Manitoba	6,942	6,726	- 3.1
Saskatchewan	3,621	3,730	+ 3.0
Alberta	6,970	7, 166	+ 2.8
British Columbia	11,692	13,972	+19.5

Prepared in Industry and Merchandising Division Merchandising and Services Section.

Sales of ladies' apparel and accessories decreased 0.8% from July 1953; stock holdings of these items at June 30, were estimated at \$59,415,000, 5.1% higher than a year ago. The men's furnishings, boys' clothing and furnishings, and men's and boys' shoe departments sales reported declines of 7.0%, 0.3% and 0.1%; however, men's clothing showed a gain of 1.2%.

Total inventories on hand on June 30, 1954 were valued at \$238,100,000 4.3% greater than on June 30, 1953. Eleven departments held lower stocks this year than last; two marked exceptions were major appliances (+20.7%) and hardware and housewares (+19.5%).

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

July 1953 and July 1954

		SALES			STOCKS		
	Department	July	July	Change	June 30	June 30	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$,000	%
	TOTAL, ALL DEPARTMENTS	66,225	67,512	+ 1.9	228,198	238,100	+ 4.3
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,250 819 2,136 739 2,252 2,814 589 361 2,013 2,365	2,337 777 2,218 672 2,335 2,788 460 336 1,961 2,321	+ 3.9 - 5.1 + 3.8 - 9.1 + 3.7 - 0.9 - 21.9 - 6.9 - 2.6 - 1.9	3,557 3,020 5,734 4,698 9,518 7,835 1,223 843 7,446 12,684	4,114 3,325 6,502 4,288 9,651 8,418 1,046 855 7,842 13,374	+ 15.7 + 10.1 + 13.4 - 8.7 + 1.4 + 7.4 - 14.5 + 1.4 + 5.3 + 5.4
	Ladies' Apparel and Accessories. Total 1 — 10	16,338	16,205	- 0.8	56,558	59,415	+ 5.1
3. 3. 3. 3. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4.	Men's Clothing	1,918 2,762 1,107 1,029 4,739 1,003 316 1,392 2,646 1,387 1,109 4,257 5,245 3,516 957 5,115 1,244 2,862 812 5,671	1,941 2,569 1,104 1,028 5,076 1,773 324 1,353 2,473 1,255 1,033 4,365 5,071 3,886 1,833 5,275 1,169 2,973 871 5,935	+ 1.2 - 7.0 - 0.3 - 0.1 + 7.1 - 1.7 + 2.5 - 2.8 - 6.5 - 9.5 - 6.9 + 2.5 - 3.3 + 10.5 + 91.5 + 3.1 - 6.0 + 7.3 + 4.7	7,797 11,949 6,391 4,817 3,869 5,109 893 8,658 8,786 5,848 8,217 21,927 15,531 9,335 5,990 14,221 7,565 11,406 3,928 9,403	8,068 22,791 15,143 11,271 6,228 17,001 7,428	+ 9.4 + 7.0 - 2.1 - 6.0 + 3.6 - 2.1 - 1.8 + 3.9 - 2.5 + 20.7 + 4.0 + 19.5 - 2.8 - 2.0



DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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Government Publications

Vol. XIX No. 8 August, 1954

Price: \$1.00 a year, 10¢ per copy.

DEPARTMENT STORE SALES AND STOCKS

August 1954 sales of all department stores in Canada were estimated at \$74,216,000, 5.3% higher than sales in August 1953 and 9.9% above the previous month. All regions but Saskatchewan followed the national trend, August sales in this province being 1.7% below the previous year.

Department Store Sales in August 1953 and 1954

	Sa	les	Change,		
Province	1953 1954		1954/1953		
	\$1000	\$1000	%		
CANADA	.70,483	74,216	+ 5.3		
Atlantic Provinces	5,817	5,858	+ 0.7		
Quebec	12,033	13, 153	+ 9.3		
Ontario	21,830	22,463	+ 2.9		
Manitoba	6,394	6,496	+ 1.6		
Saskatchewan	4,086	4,016	- 1.7		
Alberta	7,436	7,488	+ 0.7		
British Columbia	12,887	14,742	+ 14.4		

Prepared in Industry and Merchandising Division Merchandising and Services Section.

6505-504

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Twenty of the thirty departmental breakdowns provided in this report showed current sales higher than August 1953. Some of the larger gains were: radio and music +58.4%; stationery, books, and magazines, +16.5%; boys' clothing and furnishings, also girls' and infants' wear +10.2%. The largest decrease was recorded by the aprons, housedresses and uniforms department (-28.9%).

Total inventories on hand at July 31 were valued at \$251,771,000, 7.6% greater than holdings at the same date a year ago. Stocks of ladies' apparel and accessories equalled \$64,359,000, 6.7% higher than on July 31, 1953.

August 1953 and August 1954

			SALES		STOCKS		
	Department	August	August	Change	July 31	July 31	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$,000	%
	TOTAL, ALL DEPARTMENTS	70,483	74,216	+ 5.3	233,980	251,771	+ 7.6
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,146 1,604 1,985 1,389 3,263 2,366 456 628 2,192 2,807	2,072 1,576 2,163 1,370 3,596 2,499 324 643 2,213 2,774	+ 5.6 - 28.9 + 2.4 + 1.0	3,202 4,100 5,725 5,691 11,404 7,779 1,134 959 7,697 12,635	3,713 6,921 5,606 11,890 8,755 1,029 930 8,242	+ 15.5 - 9.4 + 20.9 - 1.5 + 4.3 + 12.5 - 9.3 - 3.0 + 7.1 + 7.4
	Ladies' Apparel and Accessories. Total 1 — 10	18,836	19,230	+ 2.1	60,326	64,359	+ 6.7
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29.	Men's Clothing	1,528 2,317 1,640 1,098 4,545 1,687 313 1,508 2,815 1,359 1,213 4,810 6,294 3,908 1,578 4,933 1,311 2,295 1,182 5,313	1,549 2,354 1,807 1,103 4,852 1,639 296 1,536 2,666 1,358 1,179 5,023 6,380 4,227 2,499 5,343 1,292 2,495 1,377 5,961	+ 6.8 + 0.1 - 5.4 + 1.9 - 5.3	7,720 12,405 6,759 4,650 3,682 5,202 934 8,683 6,018 8,440 22,133 15,536 9,257 5,987 14,792 7,505 11,722 4,244 9,352	12,387 7,074 4,947 4,264 5,636 955 8,537 9,170 5,945 8,456 24,278 15,682 12,262 6,063 17,606 7,593 12,151 4,649	+ 6.2



DOMINION BUREAU OF STATISTICS

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DEPARTMENT STORE SALES AND STOCKS

Government Publication

Canadian department store sales in September amounted to \$89,408,000, 2.6% above the \$87,168,000 recorded in the same month of last year. Cumulative sales during the first 9 months of 1954 were 2.8% higher than in the same period of 1953. Selling value of stocks on hand at August 31 was \$267,158,000, 5.1% above the value of stock holdings a year previously.

Regionally, September sales gains ranged from 1.3% in Alberta to 9.9% in Quebec. Declines of 1.5%, 1.3% and 10.9% were registered in the Atlantic Provinces, Ontario and Saskatchewan respectively. For the 9 month cumulative period five provinces showed increases and two showed declines, British Columbia showing the largest increase with 10.8% and Saskatchewan the greatest decline with 4.7%.

Department Store Sales in September 1953 and 1954

Duration	Sa	Change	
Province	1953	1954	1954/1953
	\$1000	\$1000	%
CANADA	87,168	89,408	+ 2.6
Atlantic Provinces	6,450	6,353	- 1.5
Quebec	16,235	17,843	+ 9.9
Ontario	30,088	29,697	- 1.3
Manitoba	7,847	8,082	+ 3.0
Saskatchewan	4,693	4,181	- 10.9
Alberta	8,291	8,399	+ 1.3
British Columbia	13,564	14,853	+ 9.5

Prepared in Industry and Merchandising Division

Merchandising and Services Section.

6505-504 15-11-54 Nineteen of the 30 departments had higher dollar sales in September 1954 than in September 1953. The following durable goods were notable amongst those experiencing increases; radio and music (62.6%), hardware and housewares (4.2%), stationery, books and magazines (2.8%) and major appliances (1.1%). Of the 10 departments showing declines three handle wearing apparel, the greatest drop (13.7%) occurring in aprons, housedresses and uniforms.

Inventory holdings at August 31 were higher in 18 of the 30 departments with durable goods and wearing apparel showing the greatest increases.

Department Store Sales - January to September 1953-1954

	Sa	Change,		
Province	1953	1954	1954	4/1953
	\$1000	\$1000		%
CANADA	677,623	696,910	+	2.8
Atlantic Provinces	52,047	52,751	+	1.4
Quebec	120,833	126,446	+	4.6
Ontario	223,549	226,730	+	1.4
Manitoba	64,780	64,174	-	0.9
Saskatchewan	38,979	37,146	ente	4.7
Alberta	68,172	68,588	+	0.6
British Columbia	109,263	121,075	+	10.8

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

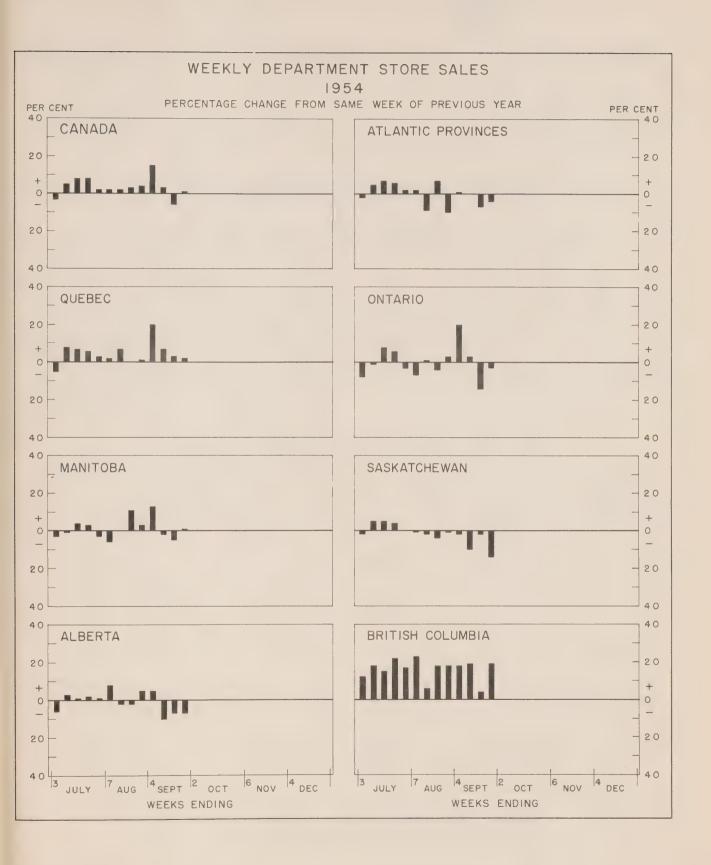
September 1953 and September 1954

	SALES			STOCKS		
Department	Sept. 1953	Sept. 1954	Change 1954/53	Aug. 31 1953	Aug. 31 1954	Change 1954/53
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	87,168	89,408	+ 2.6	254,083	267,158	+ 5.1
1. Women's and Misses' Dresses	2,581 3,289 2,769 1,375 5,790 2,958 409 1,366 3,399 4,049	2,639 3,175 2,863 1,487 5,793 2,929 353 1,403 3,428 4,141	+ 2.2 - 3.5 + 3.4 + 8.1 + 0.1 - 1.0 - 13.7 + 2.7 + 0.9 + 2.3	4,170 5,838 6,422 7,320 13,812 8,244 1,235 1,272 9,047 14,532	4,396 5,507 7,456 6,900 13,667 9,295 987 1,312 9,468 14,807	+ 5.4 - 5.7 + 16.1 - 5.7 - 1.0 + 12.7 - 20.1 + 3.1 + 4.7 + 1.9
Ladies' Apparel and Accessories. Total 1 — 10	27,985	28,211	+ 0.8	71,892	73,795	+ 2=6
11. Men's Clothing 12. Men's Furnishings 13. Boys' Clothing and Furnishings 14. Men's and Boys' Shoes 15. Food and Kindred Products	1,169 5,144 5,716 4,247 1,865	2,869 3,554 2,760 1,385 4,926 1,839 262 1,941 3,012 1,697 1,122 5,171 5,443 4,295 3,032 5,325 1,453 2,425 1,748 6,938	+ 5.4 + 1.0 + 2.8 + 4.4 + 8.7 - 1.7 - 0.8 (c) - 6.8 - 0.9 - 4.0 + 0.5 - 4.8 + 1.1 + 62.6 + 4.2 + 1.5 - 3.6 + 7.1	8,695 14,533 8,013 5,231 4,054 5,387 972 9,529 8,558 6,217 8,596 22,699 14,410 8,758 5,719 14,400 7,763 14,029 4,643 9,985	9,763 13,988 7,985 5,490 4,247 5,679 975 9,300 9,201 6,028 8,531 25,082 13,992 11,801 5,608 17,226 7,811 13,993 4,925 11,738	+ 12.3 - 3.8 - 0.3 + 5.0 + 4.8 + 5.4 + 0.3 - 2.4 + 7.5 - 3.0 - 0.8 + 10.5 - 2.9 + 34.7 - 1.9 + 19.6 + 0.6 - 0.3 + 6.1 + 17.6

⁽c) Unchanged

January to September 1953 and January to September 1954

Davantwont	SALES				
Department	Jan. to Sept. 1953	Jan. to Sept. 1954	Changes 1954/1953		
	\$1000	\$1000	Z		
TOTAL, ALL DEPARTMENTS	677,623	696,910	+ 2.8		
1. Women's and Misses' Dresses	23,970 20,146 18,312 7,777 32,084 26,452 4,895 7,171 24,714 29,231	24,197 19,588 18,961 7,760 33,079 27,106 4,100 7,186 24,342 29,470	+ 0.9 - 2.8 + 3.5 - 0.2 + 3.1 + 2.5 - 16.2 + 0.2 - 1.5 + 0.8		
Ladies' Apparel and Accessories. Total 1 - 10	194,752	195,789	+ 0.5		
1. Men's Clothing	20,980 26,494 16,387 10,688 43,858 16,683 2,328 17,397 25,601 14,248 9,009 45,279 48,292 31,664 12,245 45,314 11,449 20,994 9,976 53,985	21,942 25,801 16,584 10,751 46,404 16,857 2,352 17,408 24,418 14,018 8,598 45,661 47,967 34,667 17,819 48,044 11,261 21,899 10,719 57,951	+ 4.6 - 2.6 + 1.2 + 0.6 + 5.8 + 1.0 + 1.0 + 0.1 - 4.6 - 1.6 - 4.6 + 0.8 - 0.7 + 45.5 + 6.0 - 1.6 + 4.3 + 7.4 + 7.3		





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Statistices Carecia

Vol. XIX No. 10 October, 1954

DEPARTMENT STORE SALES AND STOCKS

October 1954 sales of all department stores in Canada were estimated at \$96,945,000, a fractional drop from October 1953 when they were \$97,563,000 but an increase of 8.4% from September 1954 when they were estimated at \$89,408,000. Regionally, Saskatchewan showed the largest decrease (18.3%) while British Columbia showed the largest increase (12.4%).

Department Store Sales in October 1953 and 1954

	Sa	Change,	
Province	1953	1954	1954/1953
	\$1000	\$1000	%
CANADA	97,563	96,945	- 0.6
Atlantic Provinces	7,403	7,366	- 0.5
Quebec	17,596	17,121	- 2.7
Ontario	31,577	31,735	+ 0.5
Manitoba	9,285	9,173	- 1.2
Saskatchewan	6,068	4,958	- 18.3
Alberta	10,190	9,232	- 9.4
British Columbia	15,444	17,360	+ 12.4

Prepared in Industry and Merchandising Division Merchandising and Services Section.

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Only nine of the thirty departments showed increases, some of the being; radio and music 40.8%; major appliances 10.2%; hardware moreovers 4.0%, and food and kindred products 1.7%. Some of the large succurred in photographic supplies 12.6%; linens and do-

Inventories on hand at September 30 were valued at \$265,592,000 mp of the form September 1953. Twenty of the thirty departments showed in the largest from 47.7% in major appliances to 0.9% in boys' clothing and furnishings.

The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

Department Store Sales and Stocks

October 1953 and October 1954

These figures are said ates of total department store sales and stocks.

Stocks are at selling value.

	LOUVED US DUCKING THE EVE						
		SALES			STOCKS		
	Department	October	October	Change	Sept.30	Sept. 30	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$,000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	97,563	96,945	- 0.6	249,121	265,592	+ 6.6
2. 3. 4. 5. 6. 7. 8. 9.	Lingerie and Corsets	2,663 4,272 2,507 1,880 6,656 3,474 367 1,213 3,794 4,146	2,563 3,965 2,548 1,824 6,457 3,311 350 1,131 3,588 4,090	- 3.8 - 7.2 + 1.6 - 3.0 - 4.7 - 4.6 - 6.8 - 5.4 - 1.4	4,505 5,640 6,172 6,563 12,752 9,007 1,000 1,241 9,719 14,036	4,662 5,589 7,189 6,663 13,778 9,490 992 1,278 9,486 14,772	
	Ladies' Apparel and Accessories. Total 1 — 10	30,972	29,827	- 3.7	70,635	73,899	+ 4.6
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29.	Men's Clothing	3,416 4,864 3,192 1,509 5,664 2,022 270 2,209 3,184 1,933 1,137 6,116 5,826 4,101 2,284 5,162 1,650 2,892 1,367 7,793	3,376 4,686 3,218 1,512 5,761 1,975 236 2,143 2,923 1,908 1,059 5,887 5,413 4,521 3,215 5,370 1,591 2,771 1,384 8,169	- 1.2 - 3.7 + 0.8 + 0.2 + 1.7 - 2.3 - 12.6 - 3.0 - 8.2 - 1.3 - 6.9 - 7.1 + 10.2 + 40.8 + 4.0 - 3.6 - 4.2 + 1.2 + 4.8	9,065 15,093 8,069 5,344 3,901 4,947 1,261 9,348 8,141 5,986 8,173 21,984 13,463 7,849 5,648 13,169 7,650 14,610 4,287 10,498	9,976 14,484 8,143 5,495 4,251 5,625 942 8,813 8,921 5,956 8,061 23,961 13,449 11,596 5,393 16,408 7,857 15,382 4,739 12,241	+ 10.0 - 4.0 + 0.9 + 2.8 + 9.0 + 13.7 - 25.3 - 5.7 + 9.6 - 0.5 - 1.4 + 9.0 - 0.1 + 47.7 - 4.5 + 24.6 + 2.7 + 5.3 + 10.5 + 16.6



DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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DEPARTMENT STORE SALES AND STOCKS

Department store sales for November 1954 were estimated a \$119,231,000, an increase of 5.7% over the same month last year when they were \$112,794,000 and 23.0% over October 1954 estimated at \$96,945,000. Regionally, Saskatchewan and Alberta showed decreases, the former the largest at 15.0% while British Columbia and Quebec had the largest increases with 10.8% and 10.6% respectively.

Department Store Sales in November 1953 and 1954

Province	Sale	Change,		
	1953 1954		1954/1953	
	\$1000	\$'000	9/0	
CANADA	112,794	119,231	+ 5.7	
Atlantic Provinces	8,936	9,821	+ 9.9	
Quebec	19,377	21,431	+ 10.6	
Ontario	39,034	41,844	+ 7.2	
Manitoba	10,935	11,011	+ 0.7	
Saskatchewan	6,901	5,866	- 15.0	
Alberta	10,945	10,792	- 1.4	
British Columbia	16,666	18,466	+ 10.8	

Prepared in Industry and Merchandising Division Merchandising and Services Section.

6505-504 3-1-55

A breakdown of sales by departments showed all but three of the thirty departments with increases. Notable among the increases were: radio and music 41.1%; major appliances 19.5%; hardwore and housewares 13.8% and women's and misses' sportsweet 12.5%. hicreases were recorded in all clothing departments except the hostery and apparel accessories group where the decrease was 1.7%.

Inventories on hand at October 3.0, 1954 were valued at \$296,107,000 up 9.8% from October 1953. Twenty-eight of the thirty departments showed increases ranging from 51.5% in major appliances to 1.1% in millinery.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

Department Store Sales and Stocks

November 1953 and November 1954

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

		SALES			STOCKS		
	Department	November	November	Change	Oct. 31	Oct. 30	Change
		1953	1954	1954/53	1953	1954	1954/53
		\$'000	\$.000	%	\$'000	\$'000	%
	TOTAL, ALL DEPARTMENTS	112,794	119,231	+ 5.7	269,638	296,107	+ 9.8
2. 3. 4. 5. 6. 7. 8. 9.	Women's and Misses' Dresses	2,539 3,289 2,605 2,525 6,839 4,202 407 1,002 4,882 4,762	3,345 2,930 2,620 7,367 4,328 424 1,073 4,798	+ 1.7 + 12.5 + 3.8 + 7.7 + 3.0 + 4.2 + 7.1 - 1.7	4,936 5,334 6,735 6,745 13,100 10,229 1,055 1,319 11,215 14,784	5,253 5,633 8,065 6,872 14,977 10,798 1,080 1,333 10,912 15,952	+ 6.4 + 5.6 + 19.7 + 1.9 + 14.3 + 5.6 + 2.4 + 1.1 - 2.7 + 7.9
	Ladies' Apparel and Accessories. Total 1 — 10	33,052	34,556	+ 4.6	75,452	80,875	+ 7.2
12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29.	Men's Clothing	3,658 6,772 3,506 1,908 5,731 2,544 2,111 3,416 2,297 1,500 6,507 5,831 4,010 3,061 5,428 2,545 6,601 2,390 9,542	7,005 3,816 2,009 5,894 2,566 390 2,158 3,286 2,328 1,476 6,613 6,075 4,791 4,318 6,176 2,685 6,816 2,538	+ 3.4 + 8.8 + 5.3 + 2.8 + 0.9 + 1.6 + 2.2 - 3.8 + 1.3 - 1.6 + 4.2 + 19.5 + 41.1 + 13.8 + 5.5 + 3.3 + 6.2	10,036 16,383 8,398 5,822 3,979 6,115 1,077 9,305 9,067 6,439 8,411 22,305 13,984 8,816 6,207 14,361 8,562 17,279 5,246 12,394	11,119 16,817 8,968 6,042 4,710 6,644 1,130 8,947 9,679 6,656 8,824 24,701 15,016 13,356 6,449 18,907 6,069 13,813	+ 10.8 + 2.6 + 6.8 + 3.8 + 18.4 + 8.7 + 4.9 - 3.8 + 6.7 + 3.4 + 4.9 + 10.7 + 7.4 + 51.5 + 3.9 + 26.6 + 7.5 + 15.7 + 11.4



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DEPARTMENT STORE SALES AND STOCKS

Estimated sales by Canadian department stores in December 1954 were \$152,322,000. These sales were 7.6% above those for the same month of the previous year when they were estimated to be \$141,556,000. With the December sales the annual total for 1954 reached \$1,065,408,000, an increase of 4.0% above 1953 estimated sales of \$1,024,746,000 and for the second successive year, passed the billion-dollar mark.

Department Store Sales in December 1953 and 1954

Duradinas	Sa	Change,		
Province	1953	1954	1954/1953	
	\$1000 \$1000		%	
CANADA	141,556	152,322	+. 7.6	
Atlantic Provinces	11,979	12,889	+ 7.6	
Quebec	26,207	27,045	+ 3.2	
Ontario	48,411	53,011	+ 9.5	
Manitoba	12,450	12,948	+ 4.0	
Saskatchewan	8,153	7,949	- 2.5	
Alberta	13,277	14,366	+ 8.2	
British Columbia	21,079	24,114	+ 14.4	

Prepared in Industry and Merchandising Division Merchandising and Services Section.

6505-504 24-2-55

Department stores in all regions, except Saskatchewan, enjoyed increased sales during the month of December. British Columbia registered the largest increase from December 1953 (14.4%). Other regional increases for December were as follows: Atlantic Provinces 7.6%; Quebec 3.2%; Ontario 9.5%; Manitoba 4.0% and Alberta 8.2%. Annually British Columbia again had the largest percentage increase in sales (15.7%) compared with 1953. All other provinces, except Manitoba and Saskatchewan with decreases of 0.1% and 7.0% respectively, contributed to the overall increase of 4.0% for Canada. These increases ranged from 4.4% in Quebec to 0.4% in Alberta.

Twenty-seven of the 30 departments showed increased sales during December as compared with a year earlier. Notable among the departmental increases were: radio and music 25.2%; major appliances 18.6%; hardware and housewares and women's and misses' sportswear both with 16.8%; and furs 16.4%. All departments of the ladies' apparel and accessories group and the men's and boys' clothing group showed substantial increases in sales over December 1953.

Stocks held in department stores at the end of November were valued at \$283,196,000, a gain of 10.3% over those at the end of November 1953 when they were valued at \$256,690,000.

Department Store Sales - January-to-December 1953-1954

Province	Sal	Change,	
	1953	1954	1954/1953
	\$1000	\$1000	%
CANADA	1,024,746	1,065,408	+ 4.0
Atlantic Provinces	81,693	82,827	+ 1.4
Quebec	183,959	192,043	+ 4.4
Ontario	342,571	353,320	+ 3.1
Manitoba	97,448	97,306	- 0.1
Saskatchewan	60,100	55,919	- 7.0
Alberta	102,584	102,978	+ 0.4
British Columbia	156,391	181,015	+ 15.7

Note: The difference between the 1953 total in the preceding tables and that on pages 3 and 4 is due to the revision of provincial figures. The 1954 sales will be revised later.

Department Store Sales and Stocks

December 1953 and December 1954

These figures are estimates of total department store sales and stocks.

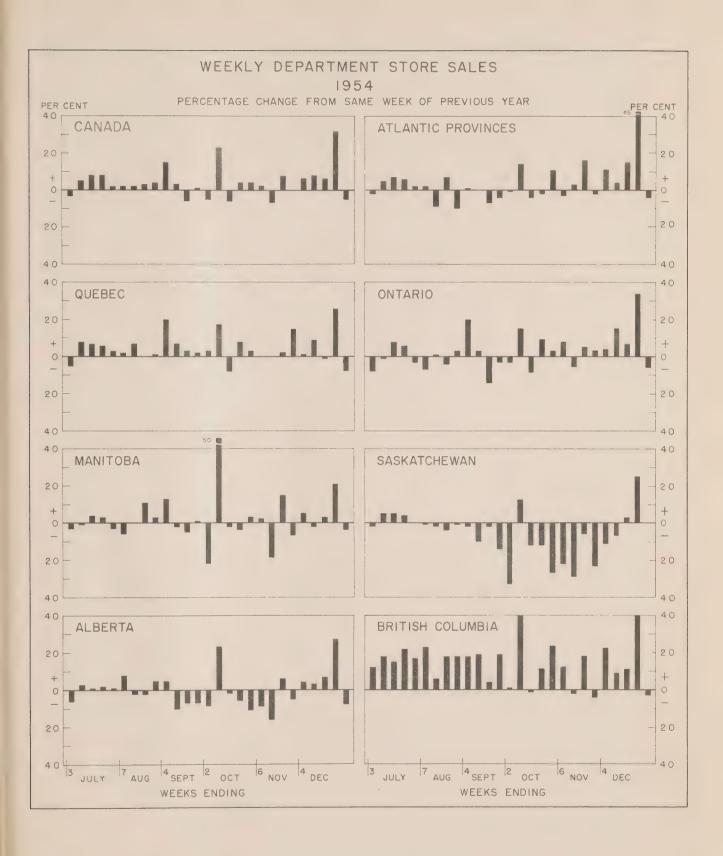
Stocks are at selling value.

		SALES		STOCKS		
Department	Dec.	Dec.	Change	Nov. 30	Nov. 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$.000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	142,277	152,322	+ 7.1	256,690	283,196	+ 10.3
1. Women's and Misses' Dresses	3,302 1,830 3,795 2,224 7,157 6,170 657 1,014 7,993 5,200	3,443 1,878 4,431 2,589 8,002 6,493 707 1,102 8,082 5,561	+ 4.3 + 2.6 + 16.8 + 16.4 + 11.8 + 5.2 + 7.6 + 8.7 + 1.1 + 6.9	3,681 6,527 5,628 11,675 9,860 1,038 1,058 10,812	5,262 4,216 7,729 5,518 13,602 10,394 1,107 1,193 10,730 14,828	- 2.0 + 16.5 + 5.4 + 6.6 + 12.8
Ladies' Apparel and Accessories. Total 1 — 10	39,342	42,288	+ 7.5	68,269	74,579	+ 9.2
11. Men's Clothing	3,822 11,267 3,704 2,622 7,676 4,369 773 1,723 3,934 2,674 2,778 5,817 5,196 3,239 3,568 6,495 5,089 12,757 4,301 11,131	4,141 12,046 4,161 2,871 8,558 4,414 793 1,730 3,792 2,734 2,738 5,957 5,049 3,840 4,468 7,587 5,295 13,526 4,781 11,553	+ 8.3 + 6.9 + 12.3 + 9.5 + 11.5 + 1.0 + 2.6 + 0.4 - 3.6 + 2.2 - 1.4 + 2.8 + 18.6 + 25.2 + 16.8 + 4.0 + 6.0 + 11.2 + 3.8	9,506 15,433 7,404 5,545 4,139 6,768 1,106 8,575 8,893 6,225 8,088 20,763 13,611 9,218 5,925 14,580 8,845 15,877 5,588 12,332	10,233 15,927 7,975 5,599 4,903 7,081 1,080 8,150 9,655 6,506 9,015 22,643 15,192 13,006 6,663 18,568 9,289 17,936 6,224 12,972	+ 7.6 + 3.2 + 7.7 + 1.0 + 18.5 + 4.6 - 2.4 - 5.0 + 4.5 + 11.5 + 41.1 + 12.5 + 27.4 + 13.0 + 13.0 + 11.4 + 5.2

January to December 1953 and January to December 1954

	SALES					
Department	Jan. to Dec.	Jan. to Dec. 1954	Change 1954/1953			
	\$1000	\$1000	%			
TOTAL, ALL DEPARTMENTS	1,030,257	1,065,408	+ 3.4			
1. Women's and Misses' Dresses	32,547 29,538 27,235 14,406 52,720 40,298 6,253 10,400 41,383 43,338	32,914, 28,776 28,870 14,793 54,905 41,238 5,581 10,492 40,810 44,081	+ 1.1 - 2.6 + 6.0 + 2.7 + 4.1 + 2.3 - 10.7 + 0.9 - 1.4 + 1.7			
Ladies' Apparel and Accessories. Total 1 — 10	298,118	302,460	+ 1.5			
11. Men's Clothing	31,876 49,397 26,789 16,727 62,929 25,618 3,755 23,440 36,135 21,152 14,424 63,750 65,145 43,014 21,158 62,381 20,733 43,244 18,034 82,438	33,299 49,538 27,779 17,143 66,617 25,812 3,771 23,439 34,419 20,988 13,871 64,118 64,118 64,504 47,819 29,820 67,177 20,832 45,012 19,422 87,568	+ 4.5 + 0.3 + 3.7 + 2.5 + 5.9 + 0.8 + 0.4 (c) - 4.7 - 0.8 - 3.8 + 0.6 - 1.0 + 11.2 + 40.9 + 7.7 + 0.5 + 4.1 + 7.7 + 6.2			

⁽c) Unchanged.











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